

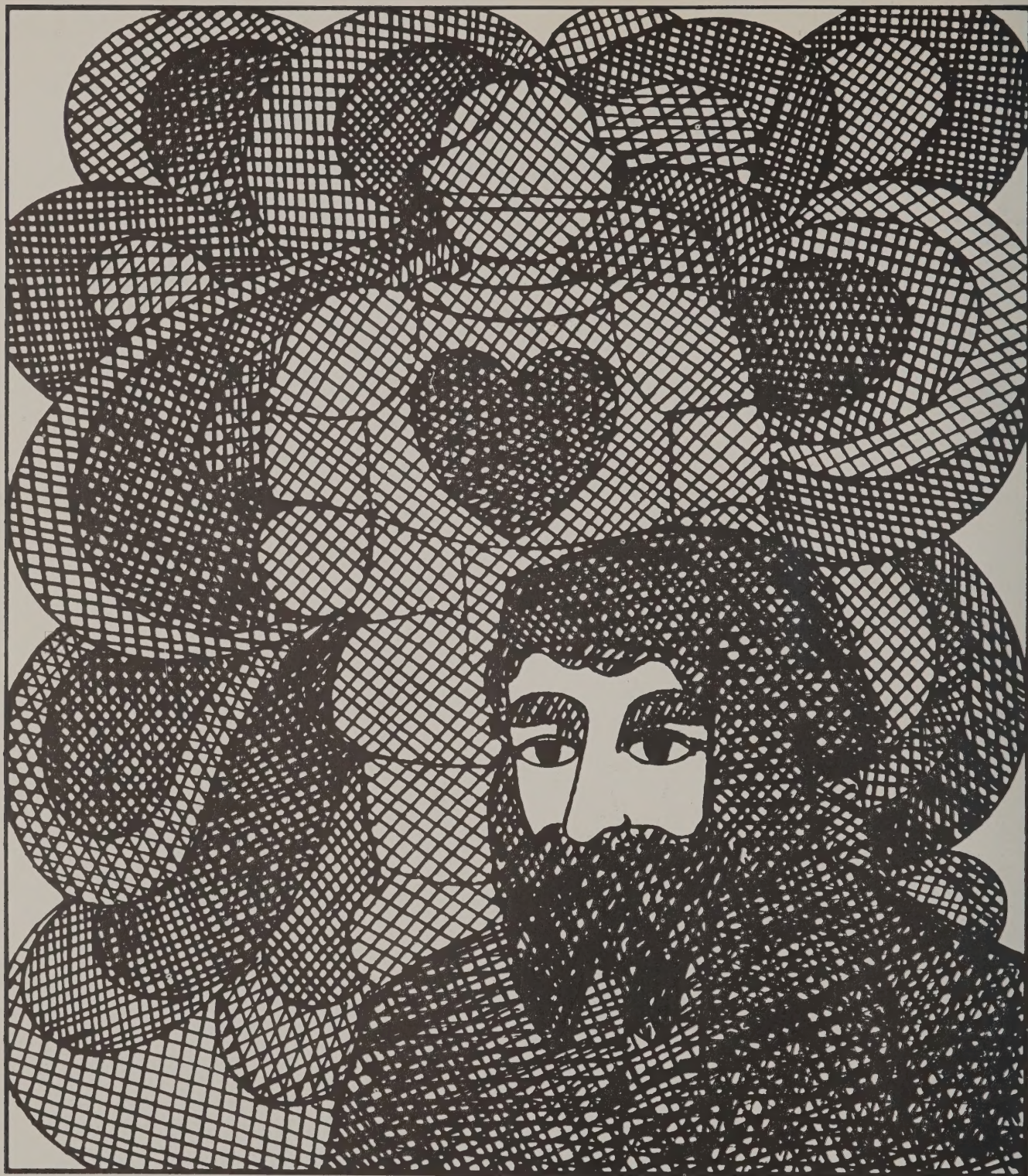
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DECEMBER, 1968

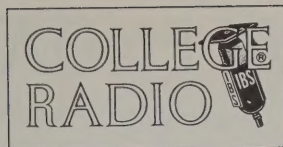


Geoffrey Chaucer, the Father of English Poetry, wrote of his "gentle knight" that **"In all his life he hasn't never yet said nothing discourteous to no sort of person."** What's right to say today may be wrong to say tomorrow.

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DECEMBER, 1968

VOL. 6 NO. 3

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COLLEGE RADIO Magazine is published six times a year in February, March, April, October, November, and December by the Department of Radio and Television, Oklahoma State University, for the Intercollegiate Broadcasting System, Inc., (a non-profit organization) Providence, R.I. Authors of articles are solely responsible for contents published and not CR, IBS, or OSU. All republication rights are reserved by *COLLEGE RADIO*.

Annual subscriptions \$2.50 per year. Single copy price \$.50, and Annual Yearbook price \$1.00. Address subscriptions to *COLLEGE RADIO*, Intercollegiate Broadcasting System, 305 Communications Building, Oklahoma State University, Stillwater, Oklahoma 74074.

Entered as Second Class Matter at the Post Office in Stillwater, Oklahoma. Printed by Frontier Printers, Stillwater, Oklahoma, U.S.A. Copyright 1968 by the Intercollegiate Broadcasting System, Inc.

Cover art by Linda Baker

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From the Editor . . .

Here it is gang—your 1968-69 CR annual! Hope you find it both interesting and useful. This year's station directory includes more stations, because we've listed both IBS member stations and non-members too. Since we speak for the majority of college stations in the country anyway—we felt it was the democratic thing to do . . . Besides, it should make the directory more valuable to anyone who uses it.

* * *

Please note the healthy new addition to CR . . . a regular feature which will bring in some of the "big names" in radio to entertain issues and problems confronting the industry. In this issue you'll hear from ABC Radio Network President Walter A. Schwartz who will discuss "The Role of FM."

* * *

If any of you readers happen to be shutterbugs, here's a chance to "get published." CR is accepting 8x10 B&W photos for use on future covers. Photographs will be selected on the basis of appropriateness—i.e., they should portray or symbolize some aspect of the business of radio. They can be simple or "far out." No limitations here . . . we'll accept negative prints, solarizations, multi-exposures etc., just so the idea of *radio* gets across. Print quality, of course, will enter into the decision, so keep it clean! You'll get full photo credits for your effort.

NATIONAL NEWS

FCC'S JOHNSON WON'T QUIT

FCC Commissioner Nicholas Johnson stated in his address before the Southern California Broadcasters Association's first management conference and the Hollywood Radio and Television Society that he has no plans to leave the Federal Communications Commission despite the new Republican administration in January. Mr. Johnson, a Democrat, has five more years to serve.

GET YOUR PROGRAM HERE!

The Intercollegiate Broadcasting System's Program Department announces the new 1969 Spring Program Service for weekly broadcast on tape return or tape purchase basis, for member and non-member alike.

New program selections this spring include "American Adventure," volumes 14-26. This series is a continuation of the popular dramatic series about man in the new world featuring such half-hour programs as "The Yankee Loves a Lady," "Johnny Appleseed," "The Demagogue," and "The Federal Lion."

Other new selections are "Swedish Pops," "Music and Memories," "Swedish Concert Hall," "Your Passport to Literature," and "Bernard Gabriel Views the Music Scene."

Any or all programs can be ordered from: IBS Program Department, c/o Radio-Television Center, 134 New Cabell Hall, University of Virginia, Charlottesville, Virginia, 22903.

"OPERATION G.I. RADIO" LAUNCHED BY KABC

Los Angeles Station KABC recently launched a month-long campaign to collect transistor radios for servicemen in Vietnam. The station organized "Operation G. I. Radio" when it learned that six newly installed high power

radio stations in Vietnam create a demand among the men serving there for small, battery operated transistor radios.

FAIRNESS DOCTRINE HIT BY COURTS

The "fairness doctrine" has been dealt a severe blow by the U. S. 7th Circuit Appeals Court in Chicago. The Court's unanimous opinion declared unconstitutional any FCC attempt to censor controversial programming. With this decision, the Court came close to telling FCC that its jurisdiction over stations is limited to technical, financial and ownership regulation. The decision is now headed for review by the Supreme Court.

NATIONAL, WORLD AFFAIRS CONCERN OF NAB CONFAB

Preliminary plans have been approved for the NAB's 47th annual convention slated for Washington, March 23-26. The meeting will place less emphasis on internal industry issues and more on broadcasting's role in national and world affairs.

NEW ADDRESS FOR FRAT

Iota Beta Sigma, the National Collegiate Broadcasting Fraternity, announces that all further correspondence should be sent to the Grand National President, James D. Nelson, Apt. 25-G, Hasbrouck Road, Garberville, N. Y. 10923.

All chapters and groups interested in learning more about forming a chapter are urged to note this new address.

A WORD FROM TAPECASTER

TAPECASTER, manufacturer of tape cartridge machines, announced this month they will provide free head alignment wrenches for use on most cartridge machines. The station must make such request on station letterhead with information as to number and make of cartridge machines now in use. The firm also announced a price increase of \$50.00 per unit effective January 1, 1969.

CALENDAR

January 10—Network Newsmen Newsmaker Luncheon. International Radio and Television Society. Waldorf-Astoria Hotel, New York.

January 13-17—Annual winter meeting of the National Association of Broadcasters board of directors. American Hotel, San Juan, P. R.

February 5—Newsmaker Luncheon, International Radio and Television Society. Waldorf-Astoria Hotel, New York.

March 21-22—CONVO30, 1969 Intercollegiate Broadcasting System Convention. Washington Hilton Hotel, Washington, D.C.

March 23-26—Annual Convention, National Association of Broadcasters. Shoreham and Sheraton-Park Hotels. Washington, D.C.

REGIONAL NEWS

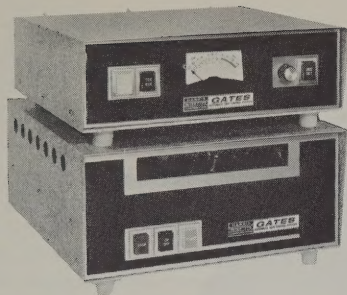
SOUTHERN REGION

As outgoing Regional Director, Larry K. Phillips of WPLO, Georgia State College, Atlanta, did an outstanding job of advance publicity for a regional meeting at WPLO on October 26th, but the turnout only produced 10 or 12 of the 40-odd stations in the region. The SOUTHCASTER is in its third year of regular publication, and will be kept going by newly elected Regional Director Robert K. Langstaff of Vanderbilt. Robert Shelton of WSBF at Clemson University was his station's nominee for the post of regional director, and will continue his work in the area of regional program exchange.

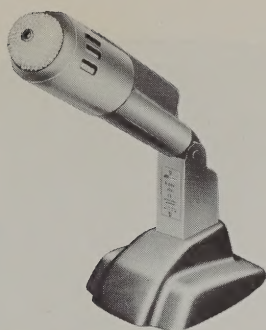
IBS national staff members Rod Collins (Manager of Tape Services) and David Borst (Vice President—Engineering) attended the regional meeting with Richard Crompton (Vice President—Regions). Saturday activities opened with exhibits and morning sessions on specialty topic areas, followed by lunch, a general

(Continued on Page 18)

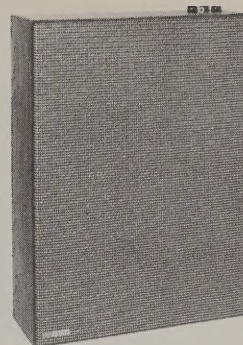
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CRITERION TAPE CARTRIDGE SYSTEM. All solid state. Direct capstan drive comparable to finest reel-to-reel machines. Speed accuracy of 0.2%. No tape skewing. Superb fidelity.



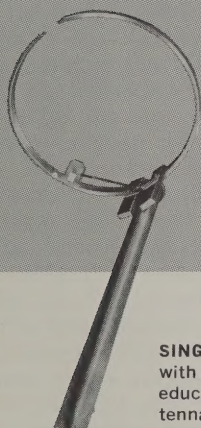
PROFESSIONAL MICROPHONES. Models available with specifications and quality approved by Gates to meet the particular types of service required in studio and remote broadcasting. Model G-300 cardioid shown.



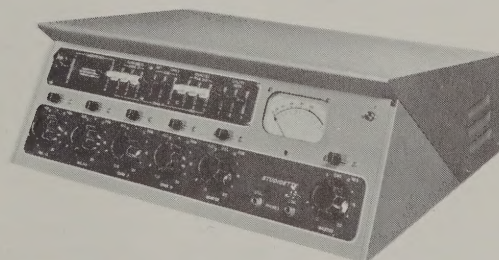
STUDIO SPEAKER/AMPLIFIER SYSTEM. Professional monitoring with solid state amplifier and loudspeakers combined in attractive thin-line walnut cabinet.

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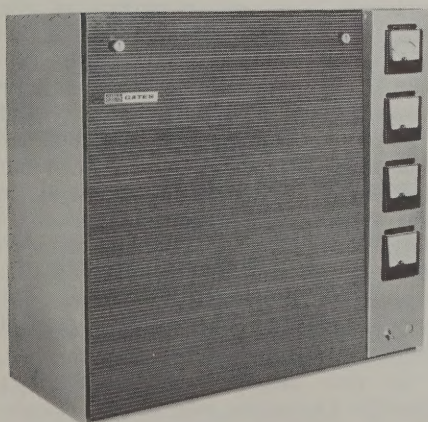
Write for complete information on these Gates products or for other specific equipment and accessories — transmitters, studio consoles and remote amplifiers, tape recorders and remote control units. Or ask for our complete 10-watt educational FM broadcast station proposal.



SINGLE-RING FM ANTENNA. Omni-directional antenna with power gain of 0.8 dB. is designed especially for educational broadcasting, as is the FM-22 two-ring antenna with a power gain of 1.6 dB.



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On the evening of December 5, 1922, the nation's newspapers proclaimed Senate Committee approval for Constitutional Amendments abolishing the Electoral College and moving the Presidential Inauguration date from March to January; movie houses attracted audiences with silent classics like *Blood and Sand* with Rudolph Valentino and Nita Naldi, D. W. Griffith's *Orphans of the Storm*, starring Lillian and Dorothy Gish, and *Robin Hood*, starring Douglas Fairbanks; while Broadway theatres enticed audiences with shows like *Abie's Irish Rose*, *The Cat and The Canary*, the *George White Scandals* and the *Music Box Revue*.

Radio emerged on the American entertainment scene as listeners with

crystal sets and battery powered receivers tuned to WDAF in Kansas City and heard the first orchestra to present "live" programs—a band remembered today as representing the best in popular music of the 1920's—the Coon-Sanders Nighthawks.

The Coon-Sanders Nighthawks were born after a chance meeting between drummer Carleton Coon and pianist Joe Sanders late in 1919. Neither man intended to make music a career; Carleton Coon had set his sights on becoming a doctor, while Joe Sanders had looked forward to a career as a professional baseball player.

Early in 1920, the two men abandoned their original plans and formed the Coon-Sanders Novelty Orchestra. From the start, the two men made an

excellent team as co-leaders of the band. Carleton Coon, or "Connie" as he was affectionately known by the band's fans, was the public relations man of the team. Happy-go-lucky and carefree, he laughed with friends of the orchestra, beat out a fine rhythm on his drums, enjoyed himself, and as one writer stated: "simply let it go at that." On the other hand, pianist Joe Sanders was more serious. In addition to playing the piano, Joe made the band's arrangements and took care of the financial matters.

In two years, the Coon-Sanders Novelty Orchestra won fame throughout the mid-west. Then, on the night of December 5, 1922, the Nighthawks skyrocketed to national prominence with their first broadcast from WDAF

COLLEGE RADIO, December, 1968

in Kansas City. Within a year, the Nighthawk programs drew more than 35,000 fan letters, while Coon-Sanders Nighthawks Clubs sprang up in colleges all over the country.

In 1924, the band moved to Chicago for an engagement at the Lincoln Tavern in the Congress Hotel. The group was so successful that Jules Stein, an eye doctor who booked bands as a hobby, signed the Nighthawks for a series of one night personal appearances during the summer of 1925. Thus, Stein and the Nighthawks began a long and mutually profitable arrangement. Eventually, Jules Stein gave up his practice and formed the Music Corporation of America with the Nighthawks as one of the agency's major attractions during the twenties.

After the Nighthawk's first personal appearance tour, Joe Sanders called the band together to discuss plans for the 1925-1926 season.

In a recent interview, Clyde Hahn, co-founder of today's Coon-Sanders Nighthawks Club, told what happened: "Joe told the band he could sign a contract the following year to play at the Blackhawk Restaurant, but he wanted the boys to look it over and to express their opinions. The men took a look at the contract, but most of them had never heard of the Blackhawk Restaurant. Furthermore, the Blackhawk had never had music. Naturally, they were skeptical about playing the Blackhawk, but play they did! The band opened at the Blackhawk in October, 1926, and that staid restaurant really rocked. With a line from WGN radio atop the Drake Hotel, the Coon-Sanders band spread the gospel of happy music and the name and fame of the Blackhawk Restaurant to the ends of the earth."

As the twenties turned into the thirties, console radios replaced crystal sets. The Coon-Sanders Nighthawks were an American institution with listeners from coast to coast. A teletype machine was installed and listeners wired requests for current hit tunes as well as Coon-Sanders specialties like *Bluefoot*, *Here Comes My Ball and Chain*, and the band's theme song, *Nighthawk Blues*. During one two-hour broadcast in 1929, Coonie and Joe acknowledged over five hundred requests.

Many factors contributed to the band's continuing success. First, the combination of co-leaders Carleton

(Continued on Next Page)



Nighthawks assembled at NBC Chicago studios for Florsheim broadcast in 1928. Joe Sanders is seated at the piano, and next to him is co-leader and drummer Carleton Coon.



Coon-Sanders Nighthawks prepare for their first road trip in September 1924.

NIGHTHAWKS

(Continued from Previous Page)

Coon, the public relations man, and Joe Sanders, the businessman. Second, were the first rate players, many of whom stayed with the orchestra throughout its entire career. These men played Joe Sander's arrangements . . . arrangements that, according to John S. Wilson, noted Jazz authority of the New York Times, "spiced dance rythms with colors adapted from jazz." As Clyde Hahn observed: "The band played arrangements in a care-free, happy-go-lucky way that made radio listeners and dancers feel that they were part of the group."

On May 4, 1932, the music stopped. Blood poisoning suddenly claimed the life of drummer and co-leader, Carleton Coon. After Coonie's funeral, the band continued under Joe Sanders' leadership as Joe Sanders' Original Kansas City Nighthawks. But during those depression days, Americans could not afford "live" entertainment. De-

spite Joe's valiant efforts to save the band, the Nighthawks disbanded after an engagement at the Indiana Ballroom on Easter Sunday, 1933.

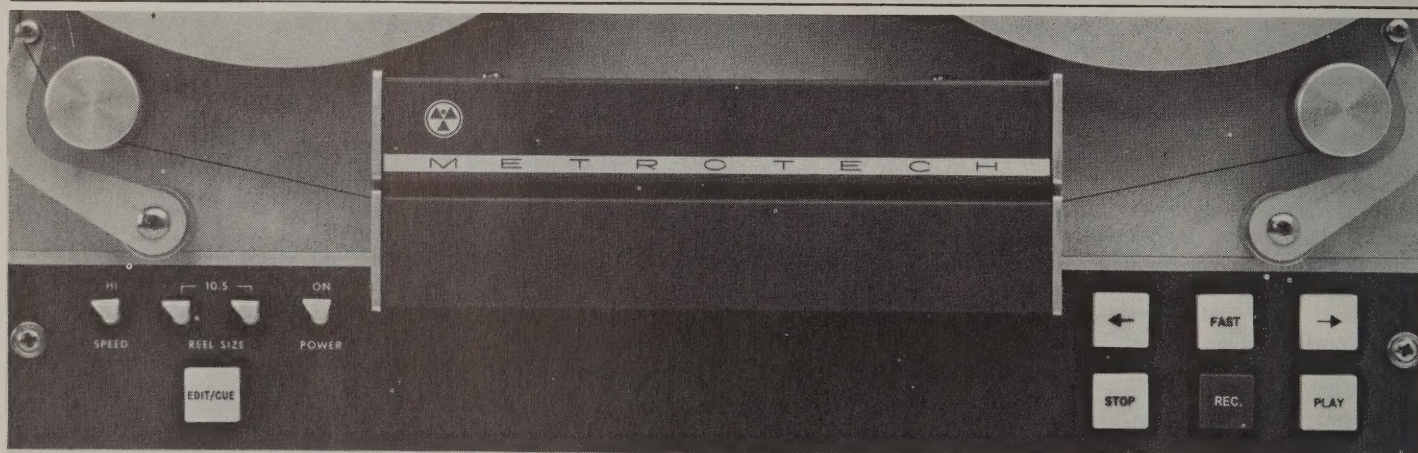
Today, forty-six years after their first broadcast and thirty-five years after the band's last engagement, the Coon-Sanders Nighthawks are still admired and heard. Hundreds of fans maintain their allegiance to the band through membership in the Coon-Sanders Nighthawks Club, co-founded in 1959, by Clyde Hahn of Pleasant Garden, North Carolina, and Harvey Rettberg of Pickens, South Carolina.

The Nighthawks play on through over eighty recordings released between 1921 and 1931, entertaining today's music lovers as well as the Nighthawks' contemporaries.

Speaking for the non-Nighthawk generation, English jazz critic, Brian Rust, wrote recently: "I knew of the Nighthawks long before I really became aware of the actual sound, and this only happened when I found a second-hand copy of one of their rec-

ords in a junk shop near my home in the spring of 1940. It sustained me through the blitz that soon came on us in London, and despite my family's entrities, I stayed out of the air-raid shelter, playing this and other Coon-Sanders records I had found, to drown out the sound of the Battle of Britain. Not for this teen-ager the latest noise; I wanted Coon-Sanders music when I was 18, in 1940, and that still holds today."

Clyde Hahn, summarizing popular feelings of the Nighthawks' contemporaries, observed: "The Coon-Sanders Nighthawks was a band the likes of which we shall never see again. But those who listened to that music and loved it can get out the old Coon-Sanders records, those little 'time capsules' which have captured the music of a certain day years ago, and as the phonograph spins the records, the old Coon-Sanders band comes to life, and the nights in Kansas City and Chicago are revisited and recreated as those 'time capsules' reveal the musical treasures of a nostalgic yesteryear."



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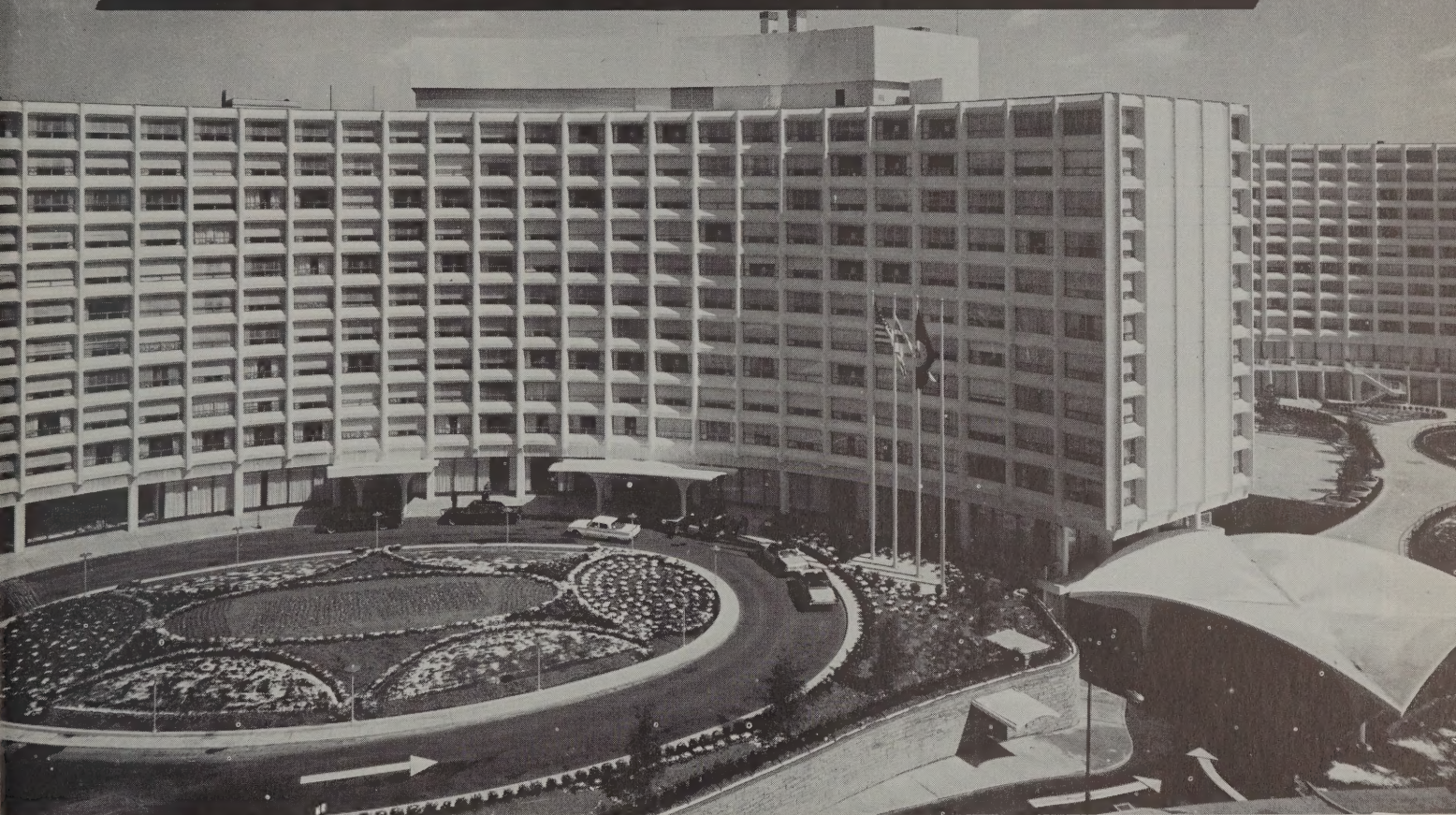


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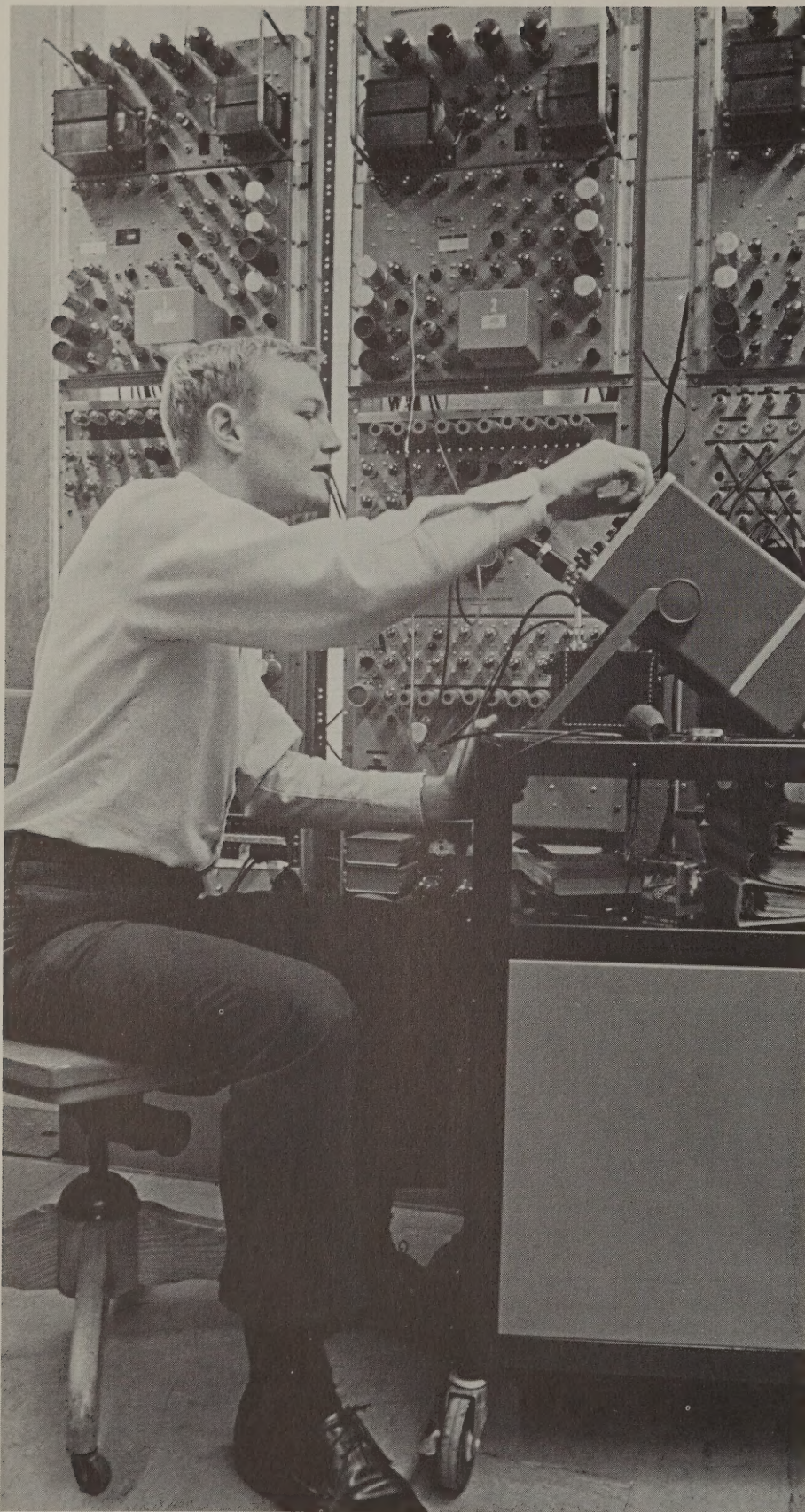
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Billy Teague, chief engineer for Radio KACC and ACC's closed-circuit television station, checks out some complicated TV instrumentation.

KACC...

by Bill England

KACC Radio at Abilene Christian College, in Abilene, Tex., is in evolution.

KACC has been evolving since 1950 when Lowell G. Perry, now doctor and professor of communication at Abilene Christian, started the little closed-circuit student radio station in what is now a dressing room of Sewell Auditorium. He had no idea of the cycle of change it would undergo.

Only three years later KACC was a 250-watt FM educational station broadcasting with an exciter unit from a 50,000-watt transmitter donated by a local station. The original KACC-AM station went off the air in 1965 because of radiation difficulties, then resumed broadcasting again in 1957 with a totally new closed-circuit system. And by the next year, ACC had had sold the FM transmitter and had added a closed-circuit educational television system.

"Total Communications" Concept

Since then, KACC-AM has been moved to spacious studios in McKinzie Hall and a federal grant for a new closed-circuit professional TV system at ACC has been acquired. But the "total communications" approach which has grown up around KACC is the most important development.

KACC started out in 1950 as a radio club, according to Chapin Ross, associate professor of communication at ACC and Radio KACC advisor. "But even then it was a class lab," he said.

"It still functions as a club . . . it's semi-curricular," Ross continued, "but now more and more we're trying to move it toward the curricular."

KACC—A Classroom-Lab

The main motivation for KACC's new evolution toward a radio station classroom-lab has been the combining of Abilene Christian Departments of

COLLEGE RADIO, December, 1968

STATION OF THE MONTH

Abilene Christian College
Abilene, Texas



KACC secretary Judy Clapp (right) and traffic director Rae Jean Corley work with station manager David Michael on a new show format.

Speech and Journalism into a broad Department of Communication.

"Almost all the staff members are in a communications class," said David Michael, freshman radio communications major from Anchorage, Alaska, and acting station manager. "Six out of eight of our directors are communications majors."

Michael said KACC's evolution toward the curricular would "get kids here in KACC who will have some direct interest in mass communications."

COLLEGE RADIO, December, 1968

Ross agreed: "We're moving it more toward people who are going to be directly interested in mass communications." "But," he added, "this is not to leave out the liberal arts majors who want to acquire this kind of experience. Communication is vital and we're training for communication."

Ross said this approach has not only drawn students from every department in the college, and given them valuable training and experience in communica-

tions, but ACC students are regularly hired by radio and television stations in the city. Two ex-KACC staffers now manage two of Abilene's stations.

Twenty staffers recently traveled to Dallas, Tex., to take the FCC Third Class License Test.

Not only is KACC's concept evolving, but its training program is set up to allow each staff member to evolve into a better announcer.

(Continued on Next Page)



KACC sports director Bill Bourland and secretary Judy Clapp schedule a remote football game broadcast at the traffic board.



At Abilene Christian College radio staffers can receive valuable training on closed-circuit television equipment. Here, Pat Batts, television operations director shows station manager David Michael how to operate the Ampex Videotape machine.

STATION OF THE MONTH

(Continued from Previous Page)

Training For Quality

New members of KACC's staff are accepted on a trial basis as apprentice announcers. To advance, they must (1) show a definite enthusiasm and interest; (2) perform all assignments satisfactorily and (3) submit an oral audition, pass a written test over the FCC Third Class Study Guide, know station policy and procedures, and pass a manual test over console, patch system, remote lines and tape recordings and record care.

When he completes his apprenticeship, a KACC announcer becomes a freshman announcer (or a staff announcer if he is an upperclassman).

Lettermen announcers must have a year's experience on the staff and must be able to conduct interviews, produce live musical discussion, create production formats, commercials and special effects, and write newscasts and weather.

Having lettered for two consecutive years, an announcer can become a varsity announcer if he is a junior or senior by (1) serving as the director of a KACC department successfully, (2) showing a mastery of control room procedure and techniques, and (3) having shown advancement in developing his articulation, pronunciation and voice.

KACC's format demands that announcers catch on to the these techniques quickly. All staffers put in one hour of on-the-air time plus one hour in continuity, traffic or news each week. Last year, KACC acquired permission to use a local FM station as a network, and announcers work on timing and hitting the news broadcasts.

Cooperating with the Optimist, ACC's campus newspaper, and the Office of Information and Publications, KACC's news staff gathers a complete campus news picture daily to go along with the network news. In fact, all radio-TV communications majors are required to take freshman news reporting and write for the campus paper.

Sports Are Special

"We've placed a special emphasis on sports broadcasting," Ross said. KACC recently set up a special sports department with its own sports director responsible to the news director. Remotes of football and basketball games are a current favorite in the sports department.

Emphasizing interviews, KACC had broadcast sessions with "The Association" and "Up With People" when the groups performed on campus. "We're trying to get more actualities," Michael added. He said most campus news stories and even national and local news stories are supplemented by comments from the school administration or faculty members who are authorities on the news event.

"We're also trying to tighten up the whole format," Michael continued. "We try to get announcers to learn the whole board so they sound acceptable of the air. There's a weather roundup at the top of the hour now, and we try to turn over all copy at least once a month."

To spruce up programming, station promos with stars such as Glen Yarbrough and Nancy Sinatra are used on Ampex Cue-Mats. Commercials from more than 20 advertisers are also broadcast through the Cue-Mats.

KACC pays about 50 per cent of its own operational costs through advertising. Advertisers buy a year's package of ads, which are produced by students in the continuity department.

One of KACC's goals is to broadcast the kind of music and programs that ACC students prefer. "College students' tastes are not standard," Loran Partigianoni, last year's station manager, explained about KACC programming. "They want to hear this type of music at that time of day and another type at another time of day."

Format For Everyone

So at 5 p.m. sign-on time, KAAC starts off with "top 40-pop" format, Ross said, and later shifts to "middle of the road" slower tunes and "formal FM or easy-listening." We program the three major formats that are used over the nation to give students experience in all three," Ross added.

Music from a local FM station is broadcast during the day when KACC is not on the air.

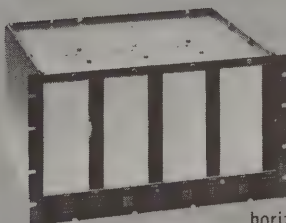
Ross said a survey conducted by KACC and processed by computer showed "a reasonable listening audience on campus—falling behind some local stations." He said the survey showed peak listening periods of students at Abilene Christian are 6 to 9 a.m. and 9 p.m. to 12 midnight.

Even more interesting, Ross continued, was the music type-preference of collegians indicated by the survey.

(Continued on Page 16)

COLLEGE RADIO, December, 1968

FOURMOST IN CARTRIDGE SYSTEMS



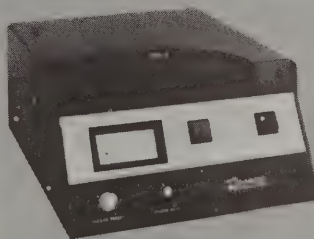
MC-104 MULTI-CARTRIDGE PLAYBACK

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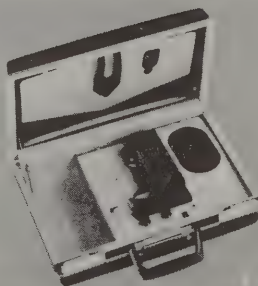
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FCC ACTIONS

NEW FM STATION APPLICATIONS

Chico Calif.—Chico State College Foundation. Seeks 91.1 mc, ch. 216, 7.2 w. Ant. height above ground 110 ft. P. O. address: c/o Dr. John Suthoff, West 1st & Normal Ave., Chico, Calif. 95926. Educational.

University Heights, Ohio—John Carroll University. Seeks 88.9 mc, ch. 205. P. O. address: c/o Milton J. Romey, Northpark & Miramar Drs., University Heights, Ohio. 44118. Educational.

San Luis Obispo, Calif.—California State Polytechnic College. Accepted for filing. Educational.

Portales, New Mexico—Eastern New Mexico University. Accepted for filing. Educational.

St. Charles, Missouri—Lindenwood Female College. Accepted for filing. Educational.

Buckhannon, West Virginia—West Virginia Wesleyan College. Accepted for filing. Educational.

Youngstown, Ohio—Youngstown State University. Seeks 88.5 mc, ch. 203, ERP 22.4 kw, ant. height above average terrain 109 ft. P. O. address: c/o Dr. John J. Coffelt, 410 Wick Ave., Youngstown, Ohio. 44503. Ann. Nov. 7. Educational.

Modesto, Calif.—Thomas Downey High School. Seeks 90.5 mc, ch. 213. Educational.

Joplin, Missouri—Ozark Bible College. Application for completion date accepted. Educational.

Minneapolis, Minn.—Northwestern College. Application for completion date accepted. Commercial.

Menomonie, Wis.—Stout State University. Application for completion date accepted. Educational.

CALL LETTER ACTION

State University of New York; Oswego, N. Y.—Requests WRVO (FM) Educational.

Northern Arizona University; Flagstaff, Ariz.—Requests KAXR (FM) Educational.

CURRENT FM FINAL ACTION

KADX (FM) Denver, Colo.—Granted request for SCA. Action Oct. 24. Educational.

WUOT (FM) Univ. of Tennessee, Knoxville, Tenn.—Granted license covering installation of new type ant.; change ERP and ant. height. Action Oct. 18. Educational.

WRFW (FM) River Falls, Wis.—Granted mod. of CP to change ant. system, decrease ant. height, ERP 350 w. Action Oct. 18. Educational.

NEW FM ACTION

Wilmington, Del.—Board of Education, Mount Pleasant Special School District. Granted 91.7 mc, ch. 219, 10 w. Ant. height above average terrain 74 ft. P. O. Address: Washington St. extension and Marsh Rd. Wilmington, Del. 19809. Action Oct. 14.

Morrison, Colo.—Western Bible Institute. Granted 91.1 mc, ch. 216, 30 kw., ant. height above average terrain 85 ft. P. O. address: 16075 West Bellevue Ave. Box 812, Morrison Colo. 80465. Educational.

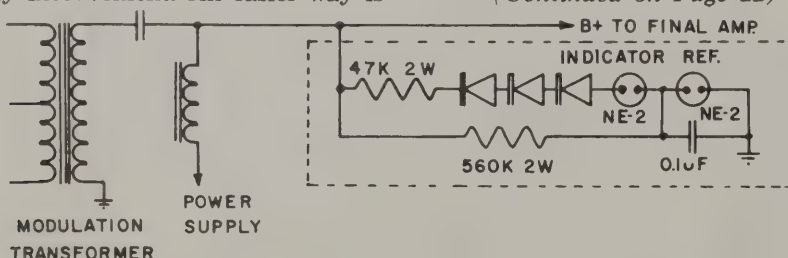
TECH TIPS

A Simple Overmodulation Indicator

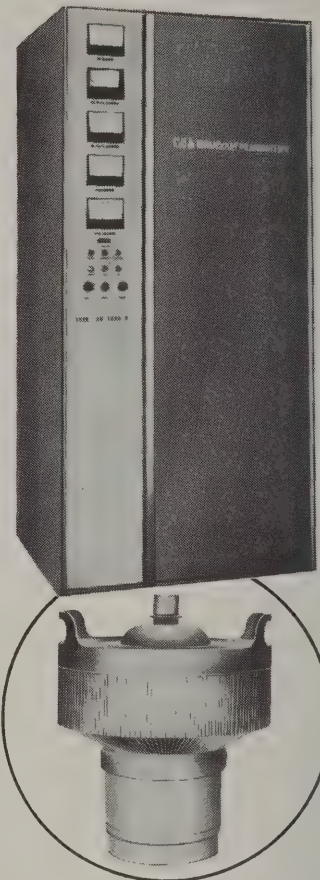
Setting the modulation level on an AM transmitter accurately normally requires carrying an oscilloscope out to the transmitter. This is usually highly inconvenient. An easier way is

to use this simple overmodulation indicator, built into either the transmitter or a box carried in the tool kit.

This device works on the principle
(Continued on Page 22)



COMPARE... YOU'LL BUY a CCA FM Transmitter



CCA is the only major FM equipment supplier who uses modern zero bias triodes in a grounded grid configuration. We've only lost three tubes in over 100 installations and some of these tubes are in operation after 20,000 hours. CCA tube cost is almost negligible. CCA FM Transmitters don't require neutralization. They're superstable and extremely reliable. They are very efficient and draw less power from the line than any competitive transmitter.

Compare — you'll agree with your fellow broadcasters. CCA FM transmitters cost less to buy, less to operate, are unsurpassed for reliability.



CCA Electronics Corp.
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BELL RECORDS, INC. / 1776 BROADWAY / NEW YORK, N. Y. 10019

The Role of FM

Until quite recently, FM was assigned a series of ill-defined and highly unique roles as a *total medium* in the media mix available to advertisers in this country.

With the emergence of highly diversified programming approaches adopted by broadcasters in response to the Non Duplication ruling by the FCC and to the pressures of a steadily increasing audience whose tastes were not served by the traditionally bland diet of "good music," the true role of FM became apparent. That role was the role of RADIO. As such it was not a single role, but as many roles as there were tastes to be served in the market place. The message of the medium was not a single message, but a multiplicity of diverse messages.

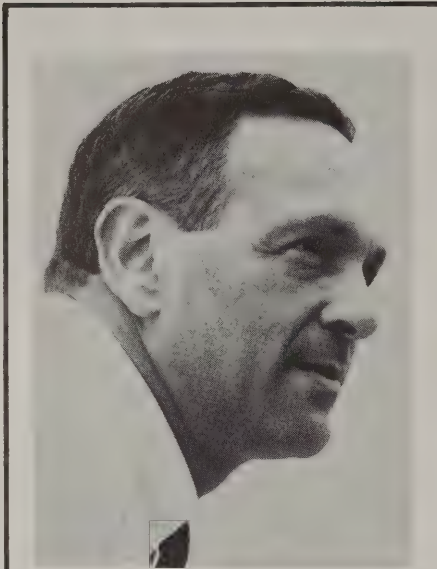
The FM operator of today as the AM operator of the early 50's must simply define his target audience, develop a format to reach that audience, and spend all his waking hours in strengthening his identification with that format and to that audience.

The Age of Specialization

This is indeed the age of specialization.

Thanks to refined statistical approaches and to the continuing growth of FM, we are able to demonstrate to advertisers and fellow broadcasters that specialized music formats attract special audiences. Lest I be accused of limiting my discussion only to music formats after saying FM is radio, let me say as soon as talk FM formats develop enough audience to be analyzed, I will be delighted to include them in any further discussions of successful FM formats. But for now, FM is a music medium mainly because this is what it can do best.

In markets large enough to support a variety of all-talk formats, the budgets necessary for these formats are out of the reach of most independently programmed FM stations. And the fact remains that people do not buy FM sets, especially stereo receivers, to listen to talk programming. As a matter of fact, as more and more AM operators revert to "all news" and other specialized talk formats, an increasing-



The following article by Walter A. Schwartz, president of ABC Radio network, was adopted from a talk delivered by Schwartz at the Billboard Radio Programming Forum in New York last June.

It is the first in a series of CR feature articles contributed by prominent industry leaders and educators to deal with critical issues and problems facing radio today.

It should go without saying that Schwartz is a highly qualified spokesman on the subject of format. Before being named president of the ABC Radio network (at 43), Schwartz was vice president and general manager of the network's successful New York City outlet, WABC—one of the nation's top billers. Prior to joining WABC in 1963, he was general manager of Westinghouse Broadcasting Co.'s WINS, New York and before that, spent a year as Westinghouse's national radio sales manager.

ly larger audience becomes available for more and more specialized music formats on FM.

The primary duty of the FM operator in this age of specialization is to properly define the audience he wishes to attract in terms of the music this audience is likely to prefer.

To do this, he must first determine what is available in his market place. He must properly analyze and describe what format approach each sta-

tion in his sphere of operation has adopted. One method of this analysis is the "Music Continuum" approach—envisioning one scale along which the music formats of each station in the market can be placed. At one end of the scale, Classical Music. At the other, Rock. In between these two formats, Wall to Wall, Easy Listening, and Underground. Analyzing your market with this approach immediately indicates where a format opening occurs.

Corresponding to the "Music Continuum" is an "Audience Continuum". Certain music formats consistently produce age demographics in given areas. Classical music weights the audience in the 50 to 65 plus area, Wall to Wall 35 to 65, Standard MOR 25 to 49, Easy Listening 18 to 49, Underground 18 to 35, and Rock in the 12 plus to 25 area.

Of course none of the above classifications are absolute. There are no rigid borders as variations in each individual station's approach produces variations in audience. But the basic format approaches have supplied the basic age demographics indicated. The greatest degree of audience targeting occurs at either end of the "Music Continuum", with the classical or rock station.

One final note, in picking your target audience, analyze all stations in the 550 KHz to 108 MHz band—it's all radio.

Truth in Format

In this age of specialization, your station is only as good as it is true to its format. With the great mass of competing audio signals available in any major or medium-sized market, your station is identified only to the degree that your format is meaningful and identifiable.

Everything you do, everything you play, everything you say or *don't say*, must give your call letters *without your having to voice them*. What you do and the way that you do it must be expected by your audience at all times. Yet what you do should merely be taken for granted by your audience. They should continually be amazed,

COLLEGE RADIO, December, 1968

consciously or subliminally, by how well you do what you do—by how well you “do your own thing.” And it’s only by “doing your own thing” and doing it well that your station will gain the audience and advertiser support necessary for its survival in this day of specialized radio.

Three Successful FM Formats

In the top 25 markets of the U. S., the three highest rated FM stations in each market are currently programming one of three formats: Wall to Wall, Easy Listening or Underground. This last format is the most recent development in radio programming and even in its early developmental days shows promise of attracting the lion’s share of the 18 to 34 target age group in many major markets. We will look a little more closely at these three “recent hits.”

The Wall to Wall format is the senior member of our trio but shows few signs of growing old. Traditionally identified with WPAT and KABL, its modifications for the FM band were few indeed. On the FM band it is perhaps best identified with WDBN in Cleveland and WDVR in Philadelphia. Its keynote is a concentration on all instrumental groups specializing in lush, full arrangements — music which shows off stereo very well.

Few if any vocals are used and those are confined to large groups and mel-low arrangements. The music itself falls somewhere between the extremes of the original dance band sounds of the ’30’s and ’40’s and instrumental versions of recent hits. Commercials are either grouped or spread throughout the hour but the number of commercial or other interruptions is kept to an absolute minimum.

If double-spotting is employed, the commercials are separated by a musical bridge or other non-commercial material such as the informational elements of weather and time, etc. The musical values are all in the arrangements as lyrical content values are negligible.

Wall to Wall is predominantly an a-personality approach with the announcer’s functions extremely well-confined. In almost all cases, the individual selections played are not identified. The Wall to Wall format with individual minor modifications account for the majority of the formats of the top three stations in the top 25 markets.

Second in terms of age and popularity of formats in the top 75 FM stations in the U. S. is the loosely-defined “Easy Listening” format.

The term “Easy Listening” was coined by *Billboard*, and the “Easy Listening” charts in *Billboard* are as much a bible to PD’s in this format as the Hot 100 and top 40 charts are to programmers of hard-rock formats. In sharp contrast to the Wall to Wall formats, Easy Listening establishes about a 50-50 balance of instrumental and vocal music. This is a broad-based, up-tempo, MOR format with careful consideration given to tempo and balance of individual selections and artists.

Easy Listening stations draw their music from a variety of sources but each station sets a fixed percentage of standard pop artists and repertoire, top 100 albums, and other versions of top 40 songs in their format. The percentages average 60-35-5 in each of the categories. These percentages are adjusted to fit the particular market situation of the Easy Listening station.

Stations utilizing this format show great strength in the 25 to 49 age group and secondary appeal in the 18 to 35 area depending on the top 40 and top 100 balance. Highly successful Easy Listening stations in the top 25 markets include: KPIX-FM, New York, KPEN, San Francisco and KHJ-FM in Los Angeles.

The newest and for that reason perhaps the least well defined of today’s “hit” FM formats is the one devoted to the exposure of the “New Music.” Whether we call this format “Folk Rock,” “Progressive,” “Attitude Music,” “Underground” or by any and each of these names it can best be described by looking at its derivations.

Its compositions liberally borrow from traditional folk music, classical music, and the blues. The re-combining of all these forms has given birth to a new art form which pays as close attention to the lyrical values in a song as the musical. Many of the finest musicians and poets of this country and abroad have been drawn into this “New Music” and are producing some rather astounding results. It seems most naturally designed for FM and FM Stereo for a variety of

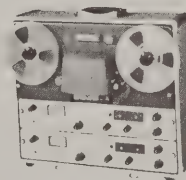
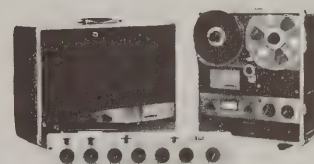
(Continued on Next Page)

and now - -

AMPEX

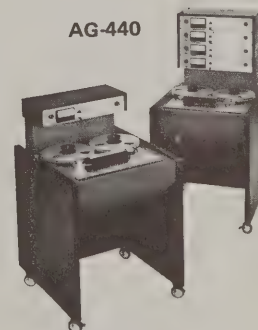
Professional Audio Products

AG-600
“MINI-STUDIO”



AG-500

AG-440



being stocked by -

LOW POWER BROADCAST CO.

248 Swedesford Road,
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We have the know-how and the equipment to make your AM campus-limited transmissions loud, clear and reliable.

The Role of FM

(Continued from Previous Page)

reasons. For one, the lyrical and musical values, the excitement and poetry in this music, can really be appreciated only through the medium of stereo sound. For another, the relatively light commercial load of a large majority of FM stations allows for the easy presentation of the longer compositions which typify the "New Music."

Although much of this music has roots in traditional rock, the "New Music" format does away with many traditional "contemporary" format considerations. Long cuts are played in their entirety and not in cut-down versions. Traditional concepts of balance give way to considerations of "mood" rather than "tempo" in segues. New records are continually exposed and little, if any, attention is paid to top hit lists. Stations are identified much less frequently than in traditional contemporary formats and few jingles are used.

The music in this field is so distinctive that the stations programming it are easily recognized.

The "New Music" stations show audience strength in the 18 to 24 age group with secondary strength in the 25 to 34 area. There is much reason to believe that these stations have a large following in the college community and it is anticipated that all campus stations of the Ivy League colleges will be using some version of this format by next fall.

Although new music stations have not yet accounted for audiences as large as the other two formats we've discussed, stations such as WNEW-FM in New York and WRKO-FM in Boston are showing considerable market strength. By sheer number of stations converting to this format, the "New Music" or "Underground" format will soon be represented in almost all of the 25 top markets in this country.

Conclusion: Consistency

Of the 75 stations analyzed in the top 25 markets one essential trait was common to all—they had developed and strengthened their format for a minimum time span of 5 years—the only exceptions being those engaged in

the recently-developed "New Music" format. None of the stations were the traditional "highly diversified" format (if such was ever the proper word) stations once so common to FM. All had highly consistent programming over their broadcast day and broadcast week. All had well defined formats—presenting their listeners with what they expected to hear and enjoy—when they wanted to hear it, i.e., when they turned to that position on the dial. All played the music without superfluous interruptions or clutter.

There is every reason to believe that by the end of this year there will be at least one or two other radio stations in your market programming similar music to yours regardless of your format.

Your battle for survival will depend on just how well you do what you do. With the plethora of radio signals in your market your battle becomes more and more one of specialization. You will no longer be competing for a small piece of the overall radio audience but for a larger piece of that part of the market's radio audience which is your target. I wish each and everyone of you success in this battle.

STATION OF THE MONTH

(Continued from Page 11)

First choice was "good popular"; second, "soundtracks"; third, "top 40 and rock"; fourth, "classical and semi-classical"; fifth, "million sellers"; and sixth, "folk."

Backing up the whole KACC evolution to a "total communications" approach are close supervision in program and announcing quality by Chief Announcer Gary Thornton, and periodic critiques by Ross and the station leaders.

Coming: Communications Center

With this type of approach and new improvements, KACC will keep evolving in the future. On the drawing board is a new Communications Center to be constructed within the next 10 years for the communications department.

But even more important, the quality of a student after he is trained by KACC will improve. "We want to produce leadership abilities in station management . . . students in the upper echelons of the business," Ross said.

KACC's evolution is from club to learning laboratory, from pastime to the total communications concept.



New E-V Model 668 Dynamic Cardioid Boom Microphone

with built-in
programming panel!

**BRAIN
ON A
BOOM!**

Ey. It's just like having 36 microphones in one, at the end of your boom! Simply match the computer-style programming pins to the color-coded jack field inside the new E-V668. You'll get any combination of flat response (40 to 12,000 cps), bass and/or treble rolloff, treble rise, and 80 or 8,000 cps cutoff. The 668 built-in passive equalizer matches response to need precisely without loss in output level—mixes perfectly with any other microphone.

The 668 cardioid pattern is symmetrical in every plane with excellent rear cancellation at every program setting. Two independent Continuously Variable-D* systems provide this uniformity, yet permit high output (—51 dbm) for distant pickup without added equipment or special cables.

Light in weight and small in size, the 668 with integral Acoustifoam™ wind-screen and shock mount minimizes shadow problems while allowing noise-free fast panning, indoors and out. Its 1 lb., 11 oz. weight eliminates "fishpole fatigue" and counterbalancing problems.

The 668 is guaranteed **UNCONDITIONALLY** against malfunction of any kind—even if caused by accident or abuse—for two years. And, like all E-V Professional microphones, it's guaranteed for life against failure of materials or workmanship.

The E-V 668 is the result of a three year intensive field testing program in movie and TV studios from coast to coast. It has proved itself superior to every other boom microphone available. Find out why with a no cost, no obligation trial in your studio. Call your E-V Professional microphone distributor today, or write us direct for complete specifications.

NEW! MODEL 667A Identical to Model 668 except sharp cutoff filters and HF-rolloff eliminated. List price: Model 667A, \$345.00; Model 668, \$495.00 (less normal trade discounts).

* Patent No. 3115207 covers the exclusive E-V Continuously Variable-D design.

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641 Cecil Street, Buchanan, Michigan 49107

Electro-Voice
SETTING NEW STANDARDS IN SOUND

high fidelity speakers and systems • tuners, amplifiers, receivers • public address loudspeakers
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Multiple choice— every one a right answer!

Bauer's line of audio consoles

There's a compact Bauer console that's right for any audio operation, simple or complex. Each console is self-contained and highly versatile, for speed and accuracy in cueing, monitoring, mixing and programming. Each is of typical Bauer high quality and reasonably priced.

Model 915—for the remote TV truck; 8-microphone versatility with multiple inputs for turntables, tape units, projectors.

Model 912S—for 5-channel stereo in studio production and control rooms. Handles tape prerecording, remote interviews, panel shows, commercial ETs, ID spots, etc. As on-the-air console, gives fast, precise control over 13 inputs.

Model 912—a 5-mixer model for production preprogramming in studio or on remote location; excellent primary, on-the-air unit for smaller stations.

Model 910S—8-mixer stereo console with all the inputs and controls needed by any station, AM or FM, large or small.

Model 910D—dual unit, easily handles two programs simultaneously; 8 mixing channels and more useful features than most consoles twice its size.



Let a Bauer add new dimensions to your audio capabilities: modern, high-speed control, versatility, simplicity, and convenience. Write to us for full technical information.



Bauer
BROADCAST PRODUCTS DIVISION

1601 California Ave.
Palo Alto, California 94304

REGIONAL NEWS

(Continued from Page 2)

session, more seminars and a regional business meeting.

NEW ENGLAND REGION

About 75 persons representing over a dozen stations of the New England Region met November 16th at Holy Cross College, Worcester, Massachusetts. Outgoing Regional Director William Kohlstrom of WWAS, St. Francis College, arranged a meeting at the more centralized WCHC location. All attendees envied the outstanding facilities of WCHC in their travels between sessions. Elected Regional Director for the 1969 calendar year was the region's previous secretary, Dennis E. Marshall of WCCS, Central Connecticut State College. During the past year, the New England regional personnel have investigated numerous prospective means of forming a live programming network in the Region, but have found them prohibitively costly. Another meeting of the Region is proposed shortly after the March IBS National Convention in Washington, D. C.

MIDDLE ATLANTIC REGION

Director John Lorentz has staffers at WNYU, New York University, at work for a planned regional meeting there on December 14th. WNYU, host of two past IBS National Conventions, will undoubtedly have a meeting that no one in this region will want to miss.

CAPITOL REGION

Plans are underway here for a regional meeting on Sunday, December 8th, at the U. S. Naval Academy. The Capitol Region will be hosts, in March, to the 30th Annual IBS National Convention to be held in Washington, D. C., in conjunction with the National Association of Broadcasters Convention there.

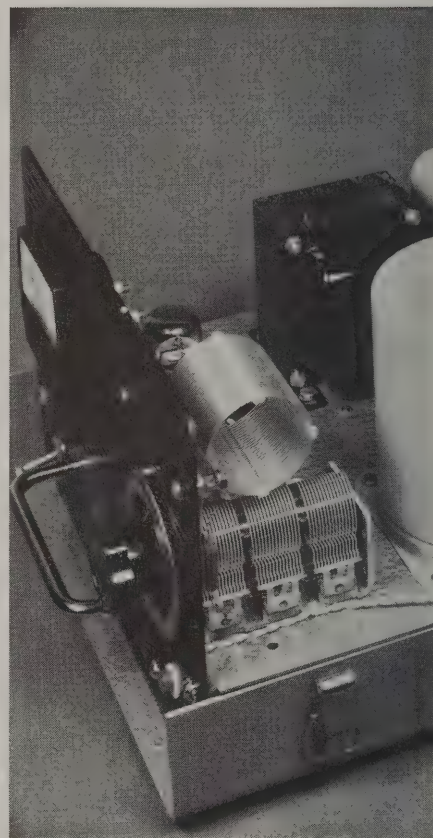
GREAT LAKES REGION

Fred Turverey has been able to find week-ends to visit many of the large number of stations in this region, and has again begun issuing his newsletter to the region. Work on regional sales and toward a regional meeting are underway here.

NORTH CENTRAL REGION

Director Art Strum is putting a lot of effort into a first-class regional advertising sales campaign for his stations, including the generation and printing of a brochure telling the potential advertiser what his stations are and what they have to offer.

Forget It



LPB'S carrier current transmitters are designed for reliability.

How? By using the best components available, advanced design techniques, and handcrafted workmanship.

And our transmitters are also designed to operate at conservative ratings. Not at upper performance limits which shorten component life.

As a matter of fact, everything in our transmitters is guaranteed for 1 year — tubes, crystals, components, wiring, latches, everything.

If you want a transmitter you can forget about, contact:

LOW POWER BROADCAST EQUIPMENT CO.

248 Swedesford Road, Malvern, Penna. 19355



ARBOR SYSTEMS PRESENTS:

THESE ALL NEW AUDIO MODULES

FOR THE PROFESSIONAL BROADCASTER

UTILITY AMPLIFIER

UA101C-100MW

\$30⁰⁰

(1-9 QTY.)



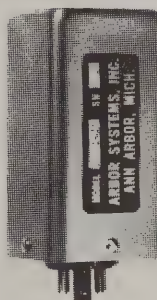
- Gain: 40db. nominal; adjustable externally.
- Frequency Response: ± 0.5 db. 20-20,000 Hz. Typically ± 0.1 db. 100-20,000 Hz.
- Distortion: Less than 0.5% THD any frequency 20-20,000 Hz. @ ± 10 dbm. output.
- Output Power: Rated power output is ± 10 dbm. with reserve to ± 14 dbm.
- Noise: ± 120 db. equivalent input noise, unweighted, or better with low impedance inputs.
- Input Impedance: 10,000 ohms bridging input, unbalanced.
- Operates From: Any low impedance source.
- Operates Into: Resistive or transformer loads of 600 ohms or more, unbalanced. Transformers may be used on input and output for balanced source and load.
- Power Requirements: 24vdc @ 10ma.
- Size: 1 $\frac{1}{2}$ inches square by 3 $\frac{1}{2}$ inches long.

POWER AMPLIFIER

PA201-10W

\$54⁰⁰

(1-4 QTY.)



- Voltage Gain: 26db. (Gain of 20) minimum.
- Power Gain:
 - 50 ohm load—50db. minimum
 - 16 ohm load—70db. minimum.
 - 4 ohm load—70db. minimum.
- Input Voltage Required for Full Power Output: 0.35vac rms maximum
- Frequency Response:
 - 50 ohm load— ± 0.5 db. 20 to 20,000 Hz
 - 16 ohm load— ± 0.5 db. 50 to 20,000 Hz
 - 4 ohm load— ± 1.0 db. 20 to 20,000 Hz.
 - 8 ohm load— ± 0.5 db. 100 to 20,000 Hz.
 - 2.0db. 20 to 20,000 Hz.
 - 4 ohm load— ± 0.5 db. 150 to 20,000 Hz
 - 3.5db. 20 to 20,000 Hz.
- Rated Power Output:
 - 50 ohm load—1 watt minimum.
 - 16 ohm load—3 watts minimum
 - 8 ohm load—5 watts minimum
 - 4 ohm load—10 watts minimum
- Distortion: At rated power output:
 - 50, 16 and 8 ohm loads—0.5% maximum THD (0.2% typical)
 - 4 ohm load—0.75% maximum THD (0.5% typical)
- Noise: At least ± 90 dbm. unweighted, referred to 600 ohm source.
- Input Impedance: 1 megohm, unbalanced, bridging input.
- Built-in current limiters prevent damage to amplifier and load if output is accidentally short-circuited

TONE OSCILLATOR

T0101A

\$50⁰⁰

(1-4 QTY.)



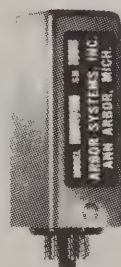
- Frequency Range: 20-20,000 Hz. $\pm 5\%$. Closer tolerance on special order.
- Output Impedance: Two outputs provided. #1—High output, 600 ohms unbalanced. #2—Low output, 150 ohms, unbalanced. Other impedances on special order.
- Output Amplitude: High output— ± 0 dbm. Low output— ± 60 db. adjustable externally. Other levels available on special order.
- Distortion: 0.20% maximum THD.
- Stability: With 50% power supply variation from nominal 24vdc. Amplitude, ± 1.5 db. Frequency, $\pm 0.2\%$.
- Power Requirements: 18 to 30vdc (nominal 24vdc) @ 10ma.
- Stock Frequencies: 400 Hz, 800 Hz, 1000 Hz. Other frequencies from 20 to 20,000 Hz. available at no increase in price. To order oscillator, suffix T0101A with frequency code desired; i.e. T0-101A-2500 indicates 2500 Hz.

MIXING AMPLIFIER

MX101-10MW

\$36⁰⁰

(1-4 QTY.)



- Gain: 40db. nominal; adjustable externally
- Frequency Response: ± 0.5 db. 20 to 20,000 Hz
- Distortion: Less than 0.5% THD any frequency 20 to 20,000 Hz @ ± 10 dbm. output.
- Output Power: Rated power output is ± 10 dbm. with reserve to ± 14 dbm.
- Noise: ± 100 dbm. equivalent input noise, 20 Khz. noise bandwidth, or better; any one input to output
- Inputs: 3 each 10,000 ohm unbalanced inputs plus summing junction provided on base pins. Up to 7 additional 10,000 ohm unbalanced inputs available by additional 10K external resistors to summing junction base pin
- Operates From: Any low impedance sources
- Operates Into: Resistive or transformer loads of 600 ohms or more, unbalanced. Transformers may be used on inputs and output for balanced sources and load
- Power Requirements: 24vdc @ 15ma
- Size: 1 $\frac{1}{2}$ inches square x 3 $\frac{1}{2}$ inches tall
- Weight: 7 ounces.
- Base: Standard 11-pin male plug.

REGULATOR

LOW COST
PS201-24V-0.3A

\$50⁰⁰

(1-4 QTY.)

- Output Voltage: 24 vdc factory set. Adjustable by internal control from 18 to 26 vdc.
- Output Current: 0 to 300 ma. Sufficient for 30 UA series Amplifiers.
- Load Regulation: $\pm 0.05\%$, no load to full load at constant line voltage.
- Line Regulation: $\pm 0.05\%$, 105 vac to 125 vac with any constant load from 0 to 300 ma.
- Noise and Ripple: Less than 5mv rms.
- Operating Temperature Range: ± 25 C to ± 55 C
- Temperature Coefficient: Typically $\pm 0.01\%$ per C.
- Stability: After warmup, at constant temperature, $\pm 0.05\%$ over 8 hours.
- Input Voltage: 34 vac from Triad F91X or equivalent transformer supplied by customer
- External sensing available at base pins
- Self-recovering short circuit protection included.

POWER SUPPLY

LOW COST
PS301-28V-2A

\$95⁰⁰

(1-4 QTY.)

- Output Voltage: 28vdc factory set. Adjustable by internal control from 24 to 30vdc.
- Output Current: 0 to 2 amps continuous. Sufficient for 2 each PA201-10W Monitor Amplifiers, 10 each PA201-1W Line Amplifiers, or a combination of both.
- Output Surge Current: 6 amps.
- Regulation: $\pm 1\%$ for line voltage from 105vac to 125vac or load variation from no load to 2 amps.
- Noise and Ripple: Less than 20mv peak-to-peak.
- External sensing available at base pins.
- Automatic self-recovering foldback current limiter to prevent damage to supply and load whenever overload occurs.
- Ordering Information: For standard model, order PS301-28V-2A. For non-standard models within 56 volt-amp capacity, suffix PS301 with voltage and current code; i.e. PS301-36V-1A indicates 36vdc at 1 amp. Non-standard voltage, current, or regulation models on special order only.



by Ted Leitner

If this is the age of problems for the American youth, with change & challenge so prevalent, then the average college radio station time salesman must certainly be included as one of those who has a good share of the problems faced by all of us.

It's hard enough to be a good student, make acceptable grades and maintain a social standing without taking on the added task of selling advertising for a radio station. If one decides to accept the added burden, he had better be prepared to add the omnipotent force called "sales" to his long list of challenges.

Perhaps the most basic concept involved in selling radio time is the scarcity of time that the salesman has to spend in face-to-face solicitation with his prospective clients.

It's of the utmost importance that he budget this time in a manner that will ultimately result in more overall sales for the station involved.

It has been theorized that a salesman will have approximately 2,000 hours during the course of a year to actually present his proposed advertising plan to the client in question.

I doubt very seriously that the person who arrived at this number of hours ever took into account the even tighter time schedule faced by the college station salesman, who in reality, is not a full time employee.

The man at the "average" commercial station can devote 100 per cent of his effort to producing a substantial billing by judiciously spreading out his time to cover all his clients—knowing, of course, who to spend the

It Takes Time . . .

To Sell Time — and collegiate sales personnel face a special problem in budgeting this vital entity.

most time with to create the most sales. However, the college student finds himself in the position of having to do a full time job in a part-time environment, which theoretically seems next to impossible.

The job of selling radio time (or any other product) involves continuous work on service calls, drawing up proposals, coordinating production, interviews, and closing of sales.

At a college station, the student is usually performing several different functions at the same time and may find it difficult to devote full time to selling, and, indeed, full time is necessary to be effective. In addition, the student has his classes and assignments to further complicate matters and take up a valuable portion of his time. Sounds a little like facing Bob Gibson with a two strike count!

The factors which make selling time at a college station a difficult assignment are numerous, indeed. Despite good coordination and planning, there are always the clients who are not in at the time of your call and the time that has been wasted can detract in a substantial way from your total sales.

Then, of course, there is the never-ending procedure of waiting for clients, despite careful setting up of appointments. A salesman friend of mine at a 50,000 watt station expounds the theory that he will *never* wait for even the biggest advertiser, after setting up an appointment to see that man. Wasting time in a business's waiting room not only insults his professional integrity but it detracts from valuable time he might have been spending with another buyer. His theory is construct-

ed around the basic tenet of selling, which holds for all business; *time is money!* To the college student who has taken time from his studies and other pertinent activities, it is even more important since the wasted time could have been put to good use in many other ways.

A problem not to be overlooked concerning selling for a college station concerns the competition with the "local" commercial station (or stations) in the market.

It's assumed that the student station, be it AM, FM or wired wireless, is professional and strong enough to actually think about competing. Fighting the establishment, as the youth of this country have learned, is a difficult and sometimes unrewarding chore, and competing against a large, successful radio station can easily fall into the same category.

It is entirely up to the station, and the salesmen as its representatives, to create a favorable image of the operation throughout the market being serviced. Perhaps the actual emphasis for college station personnel should be on public relations work before selling is even contemplated. Regardless, it's like the proverbial ram and rubber tree story to try to sell a station that people think is just a playground for students to romp around in and make an attempt at learning a skill and developing a career.

Once this obstacle is circumvented, the job of selling the college station will be met with more open doors and more open advertiser minds.

Without a doubt, there are problems involved in selling time, and these very

(Continued on Next Page)

BOOKS FOR BROADCASTERS

The Golden Web: A History of Broadcasting in the United States, Volume II-1933 to 1953, 1968, by Erik Barnouw. Oxford University Press, New York. 391 p. \$9.

With the public's current dependence on radio and television as primary sources of news, it's difficult to remember a time a scant 30 years ago when one of the media, radio, was fighting for that very right to carry the news at all. How it won that privilege — and more — is detailed in this second volume of broadcasting history by Erik Barnouw, chairman of the TV, film and radio division of the Columbia University School of Arts.

As a colorful chronicler of those two most formative decades Mr. Barnouw delineates the formation and growth of the major networks, and their creation of a national rather than a local consciousness and a strengthened executive branch of government "at the expense of other elements in the body politic."

The Anatomy of Local Radio-TV, copy by William A. Peck. Tab Books, number T-90, Comb-bound. \$5.95.

Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Many "impossible" prospects have been sold using the copy methods in this book. The book is a practical hard-hitting immediately useful manual especially helpful for smaller stations.

FM Radio Station Operations Handbook, Edited by Verne M. Ray. Tab books, number T-94, 192 p. Comb-bound. \$9.95.

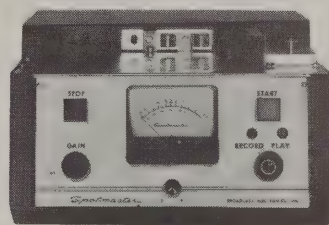
This first comprehensive guidebook to FM radio station engineering, operation, and management covers all phases of FM, from automation, studio design and operation, sales, rates, office practices. . . to remote central, antennas, and production. The book is a collection of tested and proven data, and information essential for practical day to day operations as well as for reference, all the elements that contribute to successful FM broadcasting.

COLLEGE RADIO, December, 1968

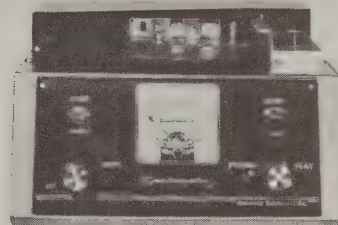
The Spotlight Is on

Spotmaster

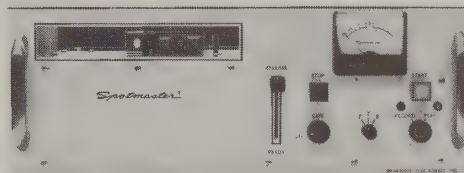
Superior Tape Cartridge Recording and Playback Equipment



Model 500 C



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COMPACT 500 C SERIES—Completely solid state, handsome 500 C equipment features functional styling and ease of operation, modular design, choice of 1, 2, or 3 automatic electronic cueing tones, automatic record pre-set, separate record and play heads, A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . adding up to pushbutton broadcasting at its finest. Specs and performance equal or exceed NAB standards. Record-play and playback-only models are available.

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For complete details about these and other Spotmaster cartridge units (stereo, delayed-programming and multiple-cartridge models, too), write, wire or call today. Remember, Broadcast Electronics is the No. 1 designer/producer of broadcast quality cartridge tape equipment . . . worldwide!

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It Takes Time . . .

(Continued from Previous Page)

problems have even greater complexity for the college student. But the problems are not without proper solutions. Image, especially of the university operation, has become an important word in our language, especially as it pertains to advertising on the various media.

Communication, through effective channels, is the means to creating a good image and it's the job of each and every college radio time salesman to impart a good image of his business operation to his respective clients. When this is done, the complications and problems for the student, although still existing, will be considerably lessened.

TECH TIP

(Continued from Page 12)

that the B+ voltage in a plate-modulated amplifier goes exactly to zero on negative peaks when 100 per cent modulation is occurring. If the modulator puts out enough voltage to drive the B+ line negative the final amplifier shuts off for the duration of the peak, producing severe distortion. A neon lamp connected to flash when the B+ goes to zero will indicate 100 per cent modulation.

In this circuit the silicon diodes prevent conduction until the B+ line is at zero voltage. The cold end of the indicator is tied not to ground but to a regulated reference of +65 volts, which largely offsets its striking voltage. The 47K resistor limits the current that can flow to protect the lamp.

The diodes have a total reverse of at least three times the supply voltage to handle normal positive peaks of twice the supply potential with a safety factor. The usual RC voltage-distributing networks across the diodes are omitted because they would trigger the indicator falsely. However, the 47K resistor protects any diode that should break down on a peak by limiting the current to a safe value. The capacitor

keeps the cold end of the indicator grounded for audio.

Using this device requires nothing more than running the studio at its usual level, turning up the modulator gain until the indicator starts flashing, then backing it down slightly. This gives full modulation, a necessity for best signal-to-noise ratio at the receiver.

Don't Miss . . .



March 21-23

Use the form below to reserve
your rooms at the
Washington-Hilton

SPOTMASTER Solid-State Portable REMOTE AMPLIFIER



The RA-4CA is a lightweight, four-channel portable mixer amplifier specifically designed for remote broadcast or auxiliary studio use. It is completely self-contained and operates from either AC or batteries (switching automatically to battery operation if AC power fails); runs as long as 200 hours on low-cost "D" cells. It offers four microphone channels with master gain and P.A. feed, all controlled from the front panel. Lightweight construction (just 11 pounds with batteries), a convenient carrying handle and a snap-on front cover mean the RA-4CA can be easily set up to operate anywhere. For further information, please write or call today:

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Please register me for the 1969 Annual National Convention of the Intercollegiate Broadcasting System to be held March 21-23, 1969 adjacent the NAB Convention in Washington, D. C.

(Name)

(Title)

(Firm)

(City, St.)

(Zip)

(Address)

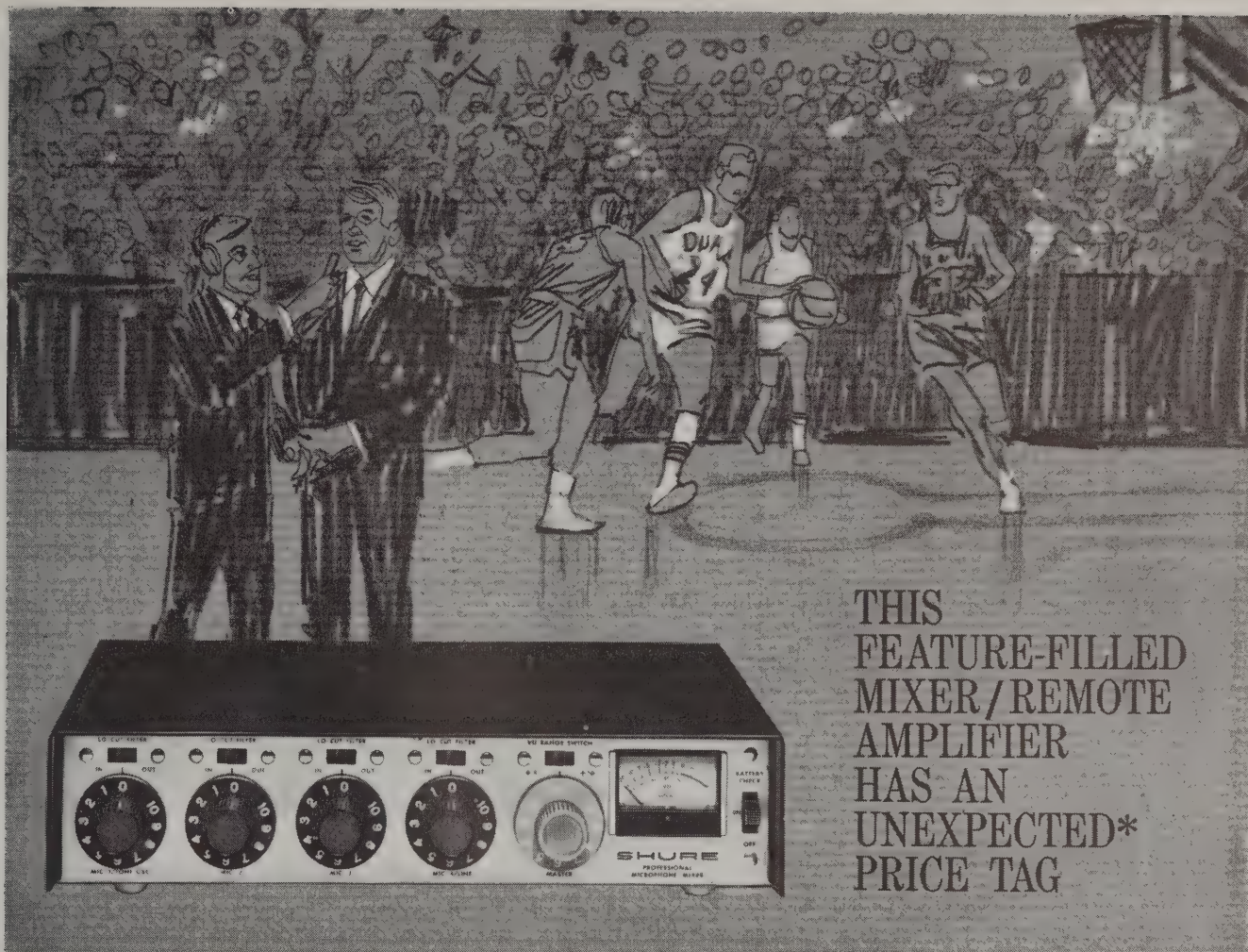
(Call) AM, FM

REGISTRATION FEE: Please enclose:

Non-Member delegates: \$17.00 postmarked before 3/5 (13.50 after)

IBS Member delegates: \$12.00 postmarked before 3/5 (19.00 after)

Deadline for receipt of mail registrations is 3/18. Make checks payable to The Intercollegiate Broadcasting System, Inc. Please make hotel reservations direct with the Washington Hilton at special IBS rates. A separate room registration form is included in this issue.



THIS FEATURE-FILLED MIXER/REMOTE AMPLIFIER HAS AN UNEXPECTED* PRICE TAG

*Unexpected? Judge for yourself: the Shure M67 Professional Mixer/Remote Amplifier has virtually every important feature asked for by broadcasting and recording studios and sound installers. It can be used as a complete, compact console for studio, remote, or original installation use—or as an "add-on" mixer for expanding existing facilities and providing additional microphone inputs with tape recorders and VTR's.

It features 600 ohm line and microphone level outputs; an illuminated VU meter calibrated for +4 and +10 dbm; four low impedance microphone inputs, each with individual low-frequency filter inputs—plus one input convertible for line bridging, or 600 ohms; built-in tone oscillator to provide calibration signal to set signal levels; extremely low noise

and RF susceptibility (noise level —126dbv); female Cannon connectors, two-level headphone monitor jack and many other features.

Its distortion level is UNDER 1% from 20 to 20k Hz at +10 dbm out! Clipping level is +18 dbm. It also features a unique *noiseless* automatic switchover to battery if the AC line fails. (Battery pack optional.)

It is not much larger than two cartons of cigarettes (11 $\frac{3}{8}$ " x 7 $\frac{1}{2}$ " x 2 $\frac{1}{2}$ ") and weighs just 4 lbs. 4 oz.

Incredibly, this truly professional, compact, complete mixer/remote amplifier has a professional net price of only \$147.00!

Write Professional Products, Shure Brothers, Inc.
222 Hartrey Ave., Evanston, Illinois 60204

SHURE M67 new

PROFESSIONAL MICROPHONE MIXER/REMOTE AMPLIFIER

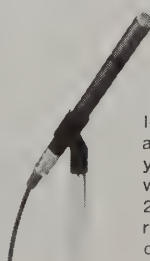
© 1968 SHURE BROTHERS, INC.

OTHER SHURE PROFESSIONAL MICROPHONES...FOR SUPERIOR AUDIO



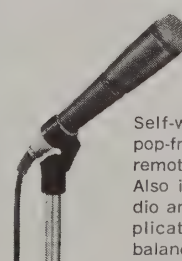
MODEL SM5 CARDIOID BOOM DYNAMIC

Because its cardioid directional pattern is uniquely uniform with frequency and symmetrical about its axis, the SM5 is singularly independent of the effects of environment. Even in extreme shooting situations (such as with tight sets, low ceilings, hard walls, low microphone angles, traffic or air-conditioner noise and rumble and changing distance) the SM5 minimizes sound coloration and ambient noise pickup.



MODEL SM76 3/4" OMNIDIRECTIONAL DYNAMIC

Ideal for interviews and audience participation, yet unusually smooth wide range response (40-20 KC) for critical music reproduction. Instantly detachable from stand. Steel case with Cannon connector.



MODEL SM50 OMNIDIRECTIONAL DYNAMIC

Self-windscreened and pop-free for news, sports, remotes, and interviews. Also ideal for many studio and control room applications. Comfortably balanced for hand or stand use. Natural response.

College Radio Engineering Glossary

Broadcast engineering involves a lot of specialized terminology. This is particularly true in college radio, which uses terms found nowhere else in the industry. Some of these are in common use but poorly understood. Here are definitions of some troublesome items of both general and specialized interest.

ACOUSTIC SUSPENSION—

A loudspeaker design which uses the spring effect of a trapped mass of air to return the speaker cone to its normal position. This requires a special soft-edged cone and an airtight enclosure. The natural resonant frequency of the cone is lowered, so bass notes are relatively "clean." This design is relatively inefficient and therefore requires more amplifier power.

BALANCED LINE—

A two-wire line with a signal appearing across it so that each wire is at the same voltage with respect to ground but opposite polarity. Balanced connections are not susceptible to hum or crosstalk and are thus standard in the telephone and broadcast industries, but require the use of transformers to match the usual electronic circuits, which are inherently unbalanced.

BRIDGE—

The connection of a device (for example, a monitor amplifier) across a line with such an high impedance that the line level is virtually undisturbed. This permits connecting or adding the device with no noticeable effect on the program material. Usually done by means of a bridging pad.

BUS—

A point in a circuit where several inputs or outputs are combined into one pair of wires, for example the mixing bus in a console, or occasionally the pair of wires itself.

CANNON CONNECTOR—

A three-wire snap-lock connector, standard on professional equipment, named for the company that developed it. Best use is with male connectors on outputs and female connectors on inputs. The signal thus travels in the direction of the plug pins, making it easier for the operator to visualize the operation.

CARRIER CURRENT—

Transmission of a "radio" signal through the electric wiring of a residence rather than through the air. No FCC license is required but it requires facing the technical problems of hum, radiation, and multiple installation.

COIL EQUALIZATION—

The use of a repeat coil (transformer) at each end of a leased line to give better high-frequency response. The coils are wired to send into the line at low impedance, usually 150 ohms, and to transform back up to 600 ohms at the receiving end. This reduces the effect of the shunt capacitance of the line and gives better transmission of highs. Sometimes the coil at the receiving end is omitted.

COMPRESSOR—

A special amplifier which holds nearly constant the audio level passing through it. It contains an electronic "unseen hand" which continuously readjusts the circuit gain; thus it helps to make up for loose board engineering or to increase the average volume transmitted.

CUE—

To set a record or tape up so that the program on it will start as soon as it is set in motion. This involves a special cue channel on a control board that lets the operator listen to the record without putting it on the air. Best cue systems have a speaker separate from the studio monitor to avoid confusion.

DECIBEL (db)—

A measure of the gain or loss of a circuit. It is defined as 10 times the logarithm of the ratio of output power to input power, or as 20 times the log of the output/input voltage ratio. A power gain of 1 is 0 db; of 2, 3 db; of 10, 10 db; of 100, 20 db. Even professional broadcasters are likely to use this term incorrectly: the db is for gains and losses only—while absolute power levels are in dBm.

dBm—

This is the measure of a power level using 1 milliwatt as a reference. Thus zero difference from 1 mW is 0 dBm; 2 mW is +3 dBm; 0.1 mW is -10 dBm, etc. On program peaks most microphones produce roughly -55 dBm; peaks on a telephone call are about -4 dBm; leased lines should not be fed at more than +7 dBm on peaks, and so on.

DISTORTION—

Spurious signals produced by the inability of a device to reproduce exactly the signal fed into it. Harmonic distortion is the harmonics of the original frequencies, and is less unpleasant than intermodulation distortion, which is the sums and differences of the frequencies.

EQUALIZED LINE—

A special wire pair with a device called an equalizer at the receiving end which compensates for the tendency of the line to pass high frequencies poorly. Usual maximum frequencies of these lines are 5, 8, and 15 kHz.

FERRITE—

A chemical compound usually based on iron oxide which acts as a low-loss magnetic material at high frequencies. Use of ferrite cores permits building matching transformers and power splitters for carrier-current systems with unusually high efficiency and simplicity.

FREQUENCY RESPONSE—

A measure of the range of frequencies that a system will transmit. Usual electronic devices pass very low and very high frequencies poorly. Thus usual response limits are 250-3300 Hz for telephones, 75-5000 Hz for AM broadcasting, 50-15,000 for FM, and 20-18,000 for the human ear. Response of a system is usually given in terms of its output being down so many decibels at a given frequency, with the output at 1 kHz the normal reference.

GROUND LOOP—

The undesirable use of two or more parallel paths tying the chassis grounds of two devices together. This is often a source of hum especially in unbalanced systems.

HERTZ—

The new international name for a cycle per second, in honor of Heinrich Hertz, an early experimenter in radio.

IMPEDANCE—

The tendency of a circuit to resist the flow of alternating current, vaguely analogous to resistance in DC circuits. More usually: the impedance that a device works with on its input and/or output. Broadcast equipment normally interconnects with low-impedance balanced inputs and outputs, which are less sensitive to hum and crosstalk than the high-impedance unbalanced connections found in hi-fi and public-address work. A low-impedance microphone will work through up to 1000 feet of cable while a high-impedance one is limited to 100 feet or so by cable capacitance and hum pickup.

LAMBDA OVER 2 PI—

This is the expression giving the distance from a power line at which the field strength of a carrier-current station must not exceed 15 microvolts per meter, according to FCC rules. Lambda is the wavelength. For 640 kHz the distance is 224 feet; for 880 kHz, it is 178 feet.

LEASED LINE—

The general term for a telephone-company "special service" line—a wire pair used for audio or remote control purposes. These may be either unequalized or equalized for 5, 8, 15 kHz response, depending on the quality needed, with price varying accordingly.

LEVEL—

The general strength of a signal, best expressed in dBm. Low-level devices such as microphones produce roughly -55 dBm. Medium-level devices like telephones and tape recorder outputs run at between about -10 and +5 dBm. Loudspeakers operate at high levels, +20 to +40 dBm.

LIMITER—

A special amplifier whose job is to prevent a signal from exceeding a preset level. This is usually a device whose gain is constant up to the "threshold" level, and then falls off with further increase in input. Its main use is in preventing transmitter overmodulation. It is different from a compressor in having fixed gain below the threshold.

LOADING—

The insertion of small inductors in series with a very long telephone line (3½ miles or more) to offset partially the effects of shunt capacitance. The result is less transmission loss up to 3500 Hz but much more above this frequency. Short local lines are never loaded, but in ordering a long interexchange leased line it is wise to ask for an unloaded cable pair, since the telephone company usually has both available. The unloaded pair can be equalized for response better than 3500 Hz; the loaded one cannot. The inductors used are usually 88 mH toroids, which are very useful for audio tuned circuits.

NORMAL—

A special set of contacts on a patch jack which connect a circuit through to another location when no plug is inserted. Normals make it possible to operate a studio, for example with no cords in its patch field.

PAD—

A resistor network which introduces a fixed amount of loss into a circuit, useful for reducing levels, splitting lines, mixing, or matching impedances. The physical arrangement of the resistors classifies them as H-, T-, or

C-pads, with variations such as the "bridged H" and "bridged T" types.

PATCH FIELD—

An array of connectors (jacks) which allows the interconnections of a set of equipment to be arranged at will through use of special plug-ended cords. This allows easy testing and substitution of spare equipment without going inside the equipment.

PHOTORESISTOR—

A semiconductor device in which resistance depends on the amount of light falling upon it. These have been developed in recent years as a noise-free replacement for expensive step attenuators: the gain control, a cheap wire-wound potentiometer, controls a lamp which shines on the photoresistor.

POWER SPLITTER—

A device used in carrier-current systems to distribute the power from one transmitter into several lines to different dormitory power systems. Most modern designs use simple ferrite cores.

PREAMPLIFIER—

An amplifier which accepts a low-level signal from a microphone, tape head, or phono cartridge and increases it to medium (line) level. Preamplifiers for the latter two have specially shaped frequency response to deemphasize the high frequencies which are enhanced in recording to reduce the effects of noise. The equalization that they afford normally conforms to the National Association of Broadcasters (tape) or Recording Industries Association of America (phono) curve.

PREEMPHASIS—

The process of accentuation of the high frequencies in program material before applying it to tape, discs, or FM radio. All of these media produce noise, but its effect can be lessened through preemphasis and deemphasis at the receiving end.

REPEAT COIL—

A good-quality audio transformer, usually having a 1:1 or 1:4 impedance ratio. It is designed to carry a large amount of unbalanced DC in its windings without saturation.

SIMPLEX—

A connection to a line which gives an audio channel using the line wires in the usual balanced manner, plus a ground-return (unbalanced) channel usable for remote control or intercommunication.

VOLUME UNIT—

A special adaption of the decibel concept for use with irregular waveforms such as occur in speech and music. This unit is defined in terms of the VU meter, a special design whose ballistics are carefully standardized. Thus the unit and the measuring device are closely related. The VU meter reads in dB if the signal is a sine wave. Broadcast VU meters are usually wired to read 0 VU at an actual power of 0, +4, +6 or +8 dBm, or a switch may be used to select other values. This leads to confusion since specifying a level requires defining both the meter reading and the reference power. "0 VU at +6 dBm" is proper, as is "-5 VU referred to 1mW," but "-10 VU" is meaningless. Two further cautions: the standard meter requires a source impedance close to 3600 ohms for proper damping, and most imported plastic-cased "VU" meters have too little damping to read correctly, and are useful only as general indicators.

Stu diomate



Our sightly studiomate for December hails from Northern Illinois University at Dekalb. She's Barbara Clark, an elementary education major, who handles the distaff deejay chores for WNIU-AM.

Publisher's Podium

Two hundred fifty telecommunications students had an opportunity this fall to hear a broadcast panel give their views on radio and television. Such topics were discussed as advertising and sales, community leadership and involvement, and news and programming. The radio-TV "Education Workshop," held on the campus of Kent State University, was jointly sponsored by the Ohio Association of Broadcasters and the University. The theme was "Tell It As It Is." Since we are now using these in-phrases, how about a workshop where the students "Tell It As We See It." It would probably be a good idea to hear the ideas and theories of future broadcasters. This could be done on the state or regional level and certainly during Convo30. Whether you are a student or broadcaster, why not send your views on this to CR; maybe we can get it going.

Dr. Harold Niven, NAB president and APBE executive secretary, has prepared the 11th report on "Broadcast Education" which shows that colleges and universities offering a major in broadcasting are increasing. Bachelor's degrees are offered by 146 schools, 14 more than last year. Master's degrees have increased by 11 schools for a total of 75 this year. Those offering the doctorate are now 18 strong, an increase of one over last year.

From the schools surveyed, a total of 2,728 radio-TV courses are offered. Of these, 2,482 are offered by degree-granting institutions and 246 by non-degree granting schools.

The 1968 study reveals that the number of junior and senior students is up 1,502 over last year making a total of 5,538. On the master's level, there are 1,274 students, 145 more than the preceding year. The Niven

study also shows that 235 are studying for doctorates, an increase of 31.

* * *

With every issue of CR the quantity and quality of advertisers continues to grow. We are proud that they represent the best companies in the country, and that many have been with us since our first issue. We depend on these advertisers for our very existence, but also to help develop the magazine into a bigger and better one.

Our advertisers are interested in supporting broadcasting education. But obviously they also have self-interest in mind. Some recruit in their ads, while others are selling products now to schools and in the future to broadcasting graduates.

Do yourself and your school a favor . . . Read CR's advertising. Support CR's advertiser's.

Jack Deskin

SALES

A "No Nonsense" Rate Card

How do you build a rate card? This is a question asked by many broadcasters. While there is no set formula, several methods have been devised ranging from "picking a figure" to "circulation x impact = rate." Of course, each of these are the extremes going from ridiculous to impossible. One good method will be explained here.

First, sit down with the 1968 CR Annual and look through the station directory for stations similar to your own in terms of audience. After carefully choosing nine or ten stations, write a letter to the managers asking for a rate card, and most importantly, ask if that station can take care of its overhead and still make a profit for equipment replacement, etc.

After comparing the rates and audience figures of other stations with your particular situation, decide on a

preliminary one-minute rate. Then multiply the rate times the total number of broadcast hours per week, times the number of commercials per hour. This will determine your maximum income per week.

Now multiply this by a per cent factor. This factor is the actual percentage of your total commercial time you feel can be sold. For example, complete the formula by using $\$2.00 \times 12 \times 7 \times 12 = \$2,016.00$. Using a percentage factor of 25 per cent, your probable income per week is \$504.00. Multiply this by 4.3 weeks and your probable monthly billing is \$2,169.20. Maybe this rate seems too high. If so, using the same formula, change the one-minute rate to \$1.75, 1.50, 1.35, 1.25 or any figure that appears to best fit your monthly goal. Of course, the percentage factor may be varied also.

After the minute rate has been es-

tablished, multiply it by 10 to get the hour rate. Using the \$2.00 figure again, the hourly rate comes to \$20.00. The half-hour rate is 60 per cent of the hour, or \$8.00. The ten-minute rate is 20 per cent, or \$4.00. The thirty-second rate is usually 60 per cent of the minute.

The frequency breaks are commonly broken at 13 times (this rate is 95 per cent of the 1 time rate), 26 times (90 per cent), 52 times (80 per cent), 206 times (75 per cent), 316 times (70 per cent), and 1560 times (60 per cent).

These are by no means required breaks, only time-tested structures that have worked again and again. Some stations use 1-50 times, 50-100, etc. Others have one rate for one or a thousand. Above all, keep it simple, attractive, and easy to read. *It is a selling aid, not a hindrance.*

**Spin a
professional
test record
and check out
your entire
sound system!**



Our Broadcast Test Record (BTR 150). A single 12-inch record that gives you a convenient signal source for testing and adjusting *all* your sound equipment — from pickup right through your whole audio chain. It's fast. Simple. Easy to use.

It's just one of *nine* in a series of professional test records we make at CBS Laboratories. Unique high-precision tools designed for a rapid evaluation of audio components, equipment and systems.

Each record contains a complete series of tests. Eliminates the need for elaborate equipment. Saves you studio space. Saves you hours of time.

Order a quantity of CBS Laboratories' Test Records *now*, and get a liberal discount. (Only \$10 buys our BTR 150. Buy 10 records and save \$20!) Ask for our complete Test Record Catalog *today*.

 **PROFESSIONAL
PRODUCTS
CBS LABORATORIES**
Stamford, Connecticut 06905
A Division of Columbia Broadcasting System, Inc.

CR Directory of College Radio Stations

The following directory of college radio stations is arranged by state—in alphabetical order according to school name. Data included (in order of presentation) for each entry are: name of school, call letters, address, phone, IBS region for the school, frequency and ERP, commercial or non-commercial status, days and hours per week that the station broadcasts, size of staff, date station was established, format, enrollment of school, potential audience, and the station staff.

Omission of any of these elements indicates that the school did not provide the required information.

Abbreviations used in staff listings include: **Dept. Dir.**—Department Director; **FA**—Faculty Advisor; **GM**—General Manager; **Sta. Mgr.**—Station Manager; **PD**—Program Director; **Oper. Mgr.**—Operations Manager; **SM**—Sales Manager; **BM**—Business Manager; **CE**—Chief Engineer; **TA**—Technical Advisor; **ND**—News Director; **MD**—Music Director; **Prod. Dir.**—Production Director; **PR**—Public Relations Director; **Pres.**—President; **Treas.**—Treasurer; **Sec.**—Secretary, and **Ch. Ann.**—Chief Announcer.

● Indicates IBS member Station.

ALABAMA

● **UNIVERSITY OF ALABAMA**; WABP, Box 6155, University, Ala. 35486. 205—348-6082. Southern Region. AM 570 kc. Comm. 5 days/40 hrs. Station format: Top forty with evening features.

School enrollment: 13,600. Potential audience: 550.

Dept. Dir— Prof. Knox Hagood; FA & GM— J. Mahoney; SM— W. Lewis; PD— Gail Love; BM— Dwight Elliot, and ND— William Vail.

ALASKA

● **UNIVERSITY OF ALASKA**; KU-AC, College, Alaska 99701. 907—479-7255. FM 104.7 mc, 10,500 watts. Non-comm. 7 days/128 hrs. Staff: 30. Estab: 1962. Station Format: Classical music.

School enrollment: 2,000. Potential audience: 35,000.

Dept. Dir— Lee Salisbury; FA— C. M. Northrip; GM— Sue Pittmen; PD— Jim Ludwig; CE— David Walstad, and Promotion & Continuity— Chuck Clutts.

ARKANSAS

ARKANSAS STATE UNIVERSITY; KASU, Box 4B, State University, Jonesboro, Ark. 72467. 501—935-5972. Southwest Region. FM 91.9 mc, 3,500 watts. Non-comm. 6 days/60 hrs. Staff: 15. Estab: 1956. Station format: Public affairs, news educational, good music, community service.

School enrollment: 5,200. Potential audience: 150,000.

Dept. Dir & GM— Charles L. Rasberry; Oper. Mgr.— Darrel E. Cunningham; Student GM— Doug Rogers; Traffic Dir— Miki Longfellow; CE— Robert E. Boucher.

JOHN BROWN UNIVERSITY; KUOA & KUOA-FM, Siloam Springs,

Ark. 72761. 524-3154. Southwest Region. AM 1290 kc, 5,000 watts, FM 105.7 mc. Comm. 7 days/84 hrs. Staff: 12. Estab: 1923. Station format: News, music & religious.

School enrollment: 750. Potential audience: 143,000.

Dept. Dir— Dr. Ralph Kennedy; GM— Cecil E. Smith; SM— David Porritt; PD— Carl McQuay, and CE— Cecil E. Smith.

STATE COLLEGE OF ARKANSAS; KASC, Conway, Ark. 72032. 501—329-6864. Southwest Region. (F M 91.5 mc, 10 watts). Non-comm. 6 days/54 hrs. Staff: 45. Estab: 1966. Station format: Educational.

School enrollment: 4,450. Potential audience: 20,000.

Dept. Dir & FA— Miss Jane Boling; GM— Fred Trowell; PD— Pris Benson; CE— Herman Stermer, and AE— Paul Price.

CALIFORNIA

● **CALIFORNIA STATE COLLEGE**; KSLA, 5151 State College Drive, Los Angeles, Calif. 90032. 213—224-3659. Pacific Coast Region. AM 840 kc. 5 days/60hrs. Staff: 30. Estab: 1967. Station format: Progressive to MOR.

School enrollment: 22,000. Potential audience: 5,000.

Dept. Dir— Mr. Don Price; FA— Mr. Bob Sherwood; GM— Michael Patrick; SM— Tom Nagawa; PD— Sam Goldgerg; BM— Francine Rosenberg, and CE— Janik Kaliczak.

● **CHICO STATE COLLEGE**; KCSC, Chico, Calif. 95926. 916—343-7246. Pacific Coast Region. AM 720 kc. Comm. 7 days/63 hrs. Staff: 35. Estab: 1961. Station format: Rock, news, pop music, sports.

School enrollment: 8,100. Potential audience: 3,000.

FA— Tom Deats; GM— Fred

Schoonmaker; BM— John Dupree and Paul Kelly, and MD— John Stoos.

KCSC

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Reaches a growing

COLLEGE MARKET

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ROCK—POP MUSIC

NEWS—SPORTS

WEATHER

● **FRESNO STATE COLLEGE**; KFSR, North Maple & Shaw, Fresno, Calif. 93726. 209—487-2655. Pacific Coast Region. AM 660 kc, 24 watts. Comm. 5 days/48 hrs. Staff: 25. Estab: 1962. Station format: Rock & MOR.

School enrollment: 11,000. Potential audience: 1,500.

Dept. Dir— Dr. John P. Highlander; FA— William N. Monson; GM— Monty E. Montanye; PD— Jon McFarland; BM— Jamie Supenger; CE— Richard Studarus & Robert Reed; ND— Paul Sullivan Jr.

HUMBOLDT STATE COLLEGE; KHSC, Theatre Arts Dept., Arcata, Calif. 95521. 707—826-3560. Pacific Coast Region. FM 90.5 mc, 10 watts. Non-comm. 5 days/35 hrs. Staff: 25. Estab: 1961. Station format: MOR—Emphasis on classics, jazz, folk.

School enrollment: 4,500. Potential audience: 8,000.

Dept. Dir & FA— Barry A. Winters; GM— James Hillbrink; PD— David Phillips; CE— Del Hannon.

• **LOS ANGELES HARBOR COLLEGE**; KHCB, 1111 Figueiroa Place, Wilmington, Calif. 90744. Pacific Coast Region. AM 830 kc. Comm. 5 days/38 hrs. Staff: 20. Estab: 1968. Station format: MOR music.

School enrollment: 7,800. Potential audience: 2,500.

Dept. Dir, FA & GM— Robert F. Myers; SM— John Lewis; PD— Jim Duncan; BM— Mike Reed; CE— Terry Berglund.

K H C B

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LOYOLA UNIVERSITY OF LOS ANGELES; KXLU, 7101 W. 80th St., Los Angeles, Calif. 90045. 213—670-1043. Pacific Coast Region. AM 840 kc. (FM 88.9 mc, 3,000 watts). AM-Comm.; FM—Non-comm. 5 days/30 hrs. Staff: 50. Estab: AM-1945, FM-1957. Station format: AM—Top forty, FM—Classical and jazz.

School enrollment: 2,000. Potential audience: AM—1,000; FM—5,000,000.

FA— Dr. Tai-Wu Kao; GM— Richard Maulhardt; PD— Robert Fesinmeyer—FM; William Newman—AM, and CE— Vincent Talbot.

SAN DIEGO STATE COLLEGE; KEBS, San Diego, Calif. 92115. 714—582-9342. Pacific Coast Region. FM, 780 watts. Non-comm. 5 days/40 hrs. Staff: 8. Estab: 1960. Station format: Fine arts-community oriented.

School enrollment: 23,000. Potential audience: 700,000.

GM— John Witherspoon; PD— Thomas R. McManus, and CE— John Merino.

SAN FERNANDO VALLEY STATE; KEDC, 18111, Nordhoff, Northridge, Calif. 71325. Pacific Coast Region. FM 88.5 mc, 320 watts. Non-comm. 5 days/80 hrs. Staff: 80. Estab: 1963. Station format: Public affairs-educational with MOR music.

School enrollment: 18,547. Potential audience: 1.6 million.

Dept. Dir & FA— Dr. Bertram Barker; GM— Jan P. Mayon; ND— Stephen Loeper; PD— Stephen A. Hafen; MD— Alan H. Frank; CE— Robert Turner, and PR— James Derr.

• **STANFORD UNIVERSITY**; KZSU, P.O. Box 3008, Stanford, Calif. 94305. 415—321-2300. Pacific Coast Region. AM 880 kc. (FM 90.1 mc, 10 watts). Comm. 7 days/80 hrs. Staff: 60. Estab: 1938. Station format: Mixed bag.

School enrollment: 11,000. Potential audience: 1,000,000. GM— Tim Logan; SM— Jeff Eustis; CE— Mark Lawrence, and PD— Mike Wanger.

• **THE CATE SCHOOL**; KSBS, P.O. Box 68, Carpinteria, Calif. 93013. 805—684-9038. Pacific Coast Region. AM 880 kc, 10 watts. Non-comm. 3 days/30 hrs. Staff: 10. Estab: 1965. Station format: Music.

School enrollment: 150. Potential audience: 250.

Dept. Dir & GM— Nathan Pearson Jr.; FA— Dr. Paul Ruoff; SM— Guy Paul Loughridge; PD— Steven Moseman; BM— Andrew Vlrch; CE— Robert Younge, and AE— Robert Langerman.

UNIVERSITY OF CALIFORNIA; KALX, 500 Eshleman Hall, Berkeley, Calif. 94720. 415—849-1600. Pacific Coast Region. AM 850 kc. (FM 90.7 mc, 10 watts). Non-comm. 7 days/70 hrs. Staff: 150. Estab: 1960. Station format: Free-form programming with public affairs, etc.

School enrollment: 27,500. Potential audience: 600,000.

GM— Gary P. Fox; PD— Pip Stats; CE— James Duncan; Pub Aff— Charles Heldebrandt; ND— Eliot Samuelon.

UNIVERSITY OF CALIFORNIA AT RIVERSIDE; KUCR, 961 Linden, Riverside, Calif. 92507. 714—787-3422. Pacific Coast Region. AM 880 kc. (FM 88.1 mc, 10 watts). Non-comm. 7 days/140 hrs. Staff: 100. Estab: 1966. Station format: Progressive, classical jazz, folk, special.

School enrollment: 4,500. Potential audience: 70,000.

GM— Robert Stubenrauch; PD— George Kastanes; CE— Gary Ilmanen; Personnel— Jeffery Thelen.

• **UNIVERSITY OF CALIFORNIA AT SANTA BARBARA**; KCSB, Storke Tower, Santa Barbara, Calif. 93106. 805—961-2424. Pacific Coast Region. AM 770 kc. (FM 91.5 mc, 10 watts). Non-comm. 7 days/168 hrs. Staff: 120. Estab: 1962. Format: Rock, classical, blues, jazz, news, public affairs.

School enrollment: 13,000. Potential audience: 120,000.

FA— Dr. Joseph J. Sayovitz; GM— Michael Bloom; SM & BM— Ed Brehm; PD— Tim Owens; CE— Steve Sellman; PR— Roger Smith, and ND— Cy Godfrey.

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at Santa Barbara

24 hrs. a day, every day

with

Rock, Classical, Blues, Jazz, News
and Public Affairs

• **UNIVERSITY OF REDLANDS**; KUOR, 1200 E. Colton Ave., Redlands, Calif. 92373. 714—793-2121. Pacific Coast Region. FM 89.1 mc, 700 watts. Non-comm. 7 days/70 hrs. Staff: 25. Estab: 1966. Station format: MOR, up-tempo.

School enrollment: 1,800. Potential audience: 500,000.

FA— Richard M. Strong; GM— Guy Brownson; PD— Ken Moody; CE— James Rosa Jr.; MD— Mark R. Young.

• **UNIVERSITY OF SAN FRANCISCO**; KUSF, San Francisco, Calif. 94117. 415—387-3803. Pacific Coast Region. AM 880 kc, 150 watts, (FM 107 mc). Comm. 7 days/35 hrs. Station format: 3 blocks rock, easy listening, underground.

School enrollment: 6,000. Potential audience: 50,000.

Dept. Dir & FA— Richard Melo; GM & BM— Kenneth Palla; SM— Bruce Schlesinger; PD— Harry Young; CE— Dan Carroll, and PR— Paul Cool.

UNIVERSITY OF SOUTHERN CALIFORNIA; KUSC, Los Angeles, Calif. 90007. 213—746-6275. Pacific Coast Region. FM 91.5 mc, 17,000 watts. Non-comm. 7 days/84 hrs. Staff: 85. Estab: 1945. Station format: A little of everything.

School enrollment: 22,000. Potential audience: 9,000,000.

Dept Dir— Dr. Edward W. Borgers; FA— Dr. Don C. Smith; GM & PD—

COLLEGE RADIO, December, 1968

Douglas J. Peck; BM— Mitch Kampf; CE— Barney Dewey, and PR— Lee Dick/Jim Hatlo.

LA's

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91.5

UNIVERSITY OF THE PACIFIC; KUOP, 3601 Pacific Ave., Stockton, Calif. 95204. 209—466-4841. Pacific Coast Region. AM 720 kc, 50 watts, (FM 91.3 mc, 30,000 watts). Non-comm. 7 days/AM-40, FM-49. Station format: Music, mixed-rock, folk, pop, classical.

School enrollment: 3,000. Potential audience: FM—700,000, AM—1,500.

Dept Dir, FA & GM—Wade Springborn; GM— James H. Irwin; PD— Richard Lapin, and CE— Allen Johnson.

COLORADO

• **ADAMS STATE COLLEGE;** KAS, 110 Richardson Ave., Alamosa, Colo. 81101. 303—589-7154. Mountain Region. AM 660 kc, 9 watts. Non-comm. 7 days/60 hrs. Staff: 25. Estab: 1963.

School enrollment: 3,000. Potential audience: 2,000.

Dept Dir & FA— Grant Herbstruth; TA— Dr. Michael Lowenstein; GM— Mark Gillissen; Asst. GM— Guy Richardson; PD— Dough Hawk, and CE— Ken McCorkle.

• **COLORADO STATE UNIVERSITY;** KCSU, Activities Center, Fort Collins, Colo. 80521. 303—484-3525. Mountain Region. FM 90.9 mc, 800 watts. Non-comm. 7 days/96 hrs. Station format: Integrated contemporary music/educational.

School enrollment: 15,600. Potential audience: 60,000.

Dept. Dir & GM— David P. Felice; FA— Robert McFarlane; BM— William Eloë; PD— Theodore W. Scott, and CE— Timothy Cutforth.

COLLEGE RADIO, December, 1968

CONNECTICUT

• **CENTRAL CONNECTICUT STATE COLLEGE;** WCCS, 1615 Stanley Street, New Britain, Conn. 06050. 203—223-6767. New England Region. AM 670 kc, 60 watts. Non-comm. 7 days/89 hrs. Staff: 60. Estab: 1947. Station format: MOR/rock.

School enrollment: 12,000. Potential audience: 12,000.

**670 KC
WCCS**

Blue Devil Radio

**Central Connecticut
State College**

New Britain, Connecticut

(203) 225-6351 (203) 223-6767
ext. 387

FA— Mr. Robert H. Thompson; GM— Patrick M. Clow; SM & BM— Stuart H. Buchman; PD— Peter W. Kemp; CE— Lawrence P. Braun; Co-ordinator of Special Affairs & IBS Liaison— Dennis E. Marshall; PR— Thomas Wilson, and MD— Michael A. Porter.

• **UNIVERSITY OF BRIDGEPORT;** WPKN, University Ave., Bridgeport, Conn. 06602. 203—334-2682. New England Region. AM 540 kc, carrier current, (FM 89.5 mc). AM-Comm., FM-Non-comm. 7 days/168-AM, 70-FM. Staff: 90. Station format: AM-Rock, FM-Complete range.

School enrollment: 8,000. Potential audience: AM-4,000.

FA— Mr. J. Fenner; GM— Jeff Tellis; Sta. Mgr— Steven Altman; PD— AM, Allan Blank, FM, Kevin Aylmer, and CE— Jeff Adams.

• **WESLEYAN UNIVERSITY;** WESU, Wesleyan Station, Middletown, Conn. 06457. 203-346—7791. New England Region. AM 640 kc, carrier current, (FM 88.1 mc, 1,900 watts). AM-Comm. FM-Non-comm. 7 days/104 hrs. Staff: 125. Estab: AM-1939, FM-1961.

School enrollment: 1,400. Potential audience: AM-1,400, FM-250,000.

Pres— Michael R. Fink; FM Vice Pres— Charles E. Ziff; AM Vice Pres— John S. Wilson; Sec-Treas—

William J. Hennessey, and TA— Michael P. Sulzer.

FLORIDA

UNIVERSITY OF SOUTH FLORIDA; WUSF, 4202 Fowler Ave., Tampa, Fla. 33620. 813—988-4131. Southern Region. FM 89.7 mc, 21,000 watts. Non-comm. 5 days/38 hrs. Staff: 10 to 35. Estab: 1963. Station format: Variable, news, public affairs, classical to rock, drama.

School enrollment: 14,500. Potential audience: 300,000.

Dept Dir— Rich Steck; FA— William M. Brady; GM— G. C. Eichholz; PD— William Brady; CE— Donald Freeman, and ND— David Guerra.

GEORGIA

• **ATLANTA CHRISTIAN COLLEGE;** WACC, 2605 Ben Hill Rd., East Point, Ga. 30344. 404—761-8861. Southern Region. AM 560 kc, 20 watts. 6 days/36 hrs. Staff: 15. Estab: 1968. Station format: Easy listening with a Christian emphasis.

Student enrollment: 200. Potential audience: 200.

FA— James Dyer; GM— George Kimball; PD— Ned D. Benton; CE— Richard Baldwin, and Acting Mgr— Timothy Hudson.

• **EMORY UNIVERSITY;** WEMO, P. O. Drawer SS, Atlanta, Ga. 30322. 404—373-2411. Southern Region. AM 560 kc. Comm. 7 days/92 hrs. Staff: 50. Estab: 1964.

School enrollment: 5,000. Potential audience: 4,000.

FA— John Rozier & John Nozworthy; GM— Tony Travring; Prod Dir— Fred Allina; PD— Bill Wiek; BM— Ed Pierce Jr.; CE— Rob War-nock, and MD— Paul Rutter.

• **GEORGIA STATE COLLEGE;** WPLO-FM, 33 Gilmer St., SE, Atlanta, Ga. 30303. 404—577-2426. Southern Region. FM 103.3 mc, 25,000 watts. Comm. 7 days/70 hrs. Staff: 45. Estab: 1966. Station format: Progressive rock.

School enrollment: 11,000. Potential audience: 2,000,000.

Dept Dir & FA— John Culver; GM Larry K. Phillips; PD— Sue R. Hosford; ND— Ira J. Dreyfuss; MD— Dan Michaels, and Production Dir— Stephen C. Hosford.

IDAHO

BOISE STATE COLLEGE; KBSC, 1907 Campus Dr., Boise, Idaho 83701. 208—385-1530. Northwest Region. Non-comm. (closed circuit). 5 days/

30hrs. Staff: 16. Estab: 1967. Station format: Pop music.

School enrollment: 5,000. Potential audience: 600.

Dept Dir & FA— John P. Smead; GM— Jim Townsend; PD— David Ferdinand, and CE— Clint Tinsley.

IDAHO STATE UNIVERSITY; KBGL-FM, East Terry, Pocatello, Idaho 83201. 208—236-2661. Northwest Region. FM 88.7 mc, 10 watts. Non-comm. 5 days/30 hrs. Staff: 5. Estab: 1962. Station format: Campus-oriented.

School enrollment: 5,600. Potential audience: 40,000.

Dept Dir— H. E. Everitt; GM— Steve Gurber; PD— Elmo Sackett, and CE— Jerry Smith.

• **NORTH WEST NAZARENE;** KCRH, Box K, Nampa, Idaho 83651. 208—467-8660. Northwest Region. FM 91.5 mc, 10 watts. Non-comm. 7 days/62 hrs. Staff: 20. Estab: 1958. Station format: MOR music.

School enrollment: 1,200. Potential audience: 70,000.

Dept Dir— Mel Schroder; FA— Bart McKay; GM— Dave Otto; PD— Ron Bozarth; BM— Sandee Green; CE— Terry Zink; ND— Jim Thompson, and MD— Steve Pace.

• **UNIVERSITY OF IDAHO; KUOI,** Student Union Bldg., Moscow, Idaho 83843. 208—882-3511, Ext. 6392. Northwest Region. AM 660 kc, (FM 89.3 mc, 10 watts). Comm-AM, Non-comm.-FM. 7 days/118 hrs. Staff: 50. Estab: FM-1968, AM-1945. Station format: 7 a.m.-7 p.m. (student sound), 7 p.m.-9 p.m. (Study Date), 9 p.m. to sign-off (student sound).

School enrollment: 6,400. Potential audience: 30,000.

FA— George Hespelt; FM & SM— C. H. Simmons Jr.; PD— Gary Fordyce; CE— Gerald Thaxton; Asst. CE— Ken Segota; PR— Lawrence Seale, and Prod Dir— Gary Fordyce.

UNIVERSITY OF IDAHO; KUID; Communications Center, Moscow, Idaho 83843. 208—882-3511. Northwest Region. FM 91.7 mc, 1,000 watts. Non-comm. 5 days/41 hrs. Staff: 11. Estab: 1963. Station format: Block Educational Programming from 1-5:30 p.m.; news, features, music until 10 p.m.

School enrollment: 6,300. Potential audience: 75,000.

Dept Dir— Dr. Gordon Law; FA— Larry L. Ayer; PD— Larry L. Ayer; CE— Roy O'Brady.

ILLINOIS

• **AUGUSTANA COLLEGE; WUIK,** Augustana College Union, Rock Island, Ill. 61201. 309—794-7261. Great

Lakes Region. FM 90.9 mc, 10 watts. Non-comm. 7 days/100 hrs. Staff: 120. Estab: 1963. Station format: Classical-easy listening.

School enrollment: 1,800. Potential audience: 40,000.

FA— Chad Meyer; GM— Charles W. Schroeder; PD— Dean Wilkensen, and CE— Lane Morgan.

• **BRADLEY UNIVERSITY; WRB-U,** Student Center, Peoria, Ill. 61060. 309—676-7611. Midwest Region. AM 610 kc. Comm. 7 days/110 hrs. Staff: 53. Estab: 1963. Station format: MOR.

School enrollment: 6,000. Potential audience: 3,000.

FA— Henry VanderHayden; GM— Frank Randall; PD— Mark Stulberger; CE— Mike Bafaro, and ND— Linda Brady.

• **ELMHURST COLLEGE; WRSE-FM,** 190 Prospect, Elmhurst, Ill. 60126. 312—279-4107. Midwest Region. AM 600 kc, 25 watts, (FM 88.7 mc, 10 watts). Non-comm. 6 days/43 hrs. Staff: 70. Estab: 1947. Station format: Something for everybody.

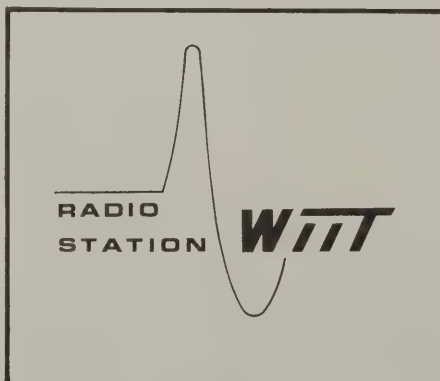
School enrollment: 1,200. Potential audience: 500,000.

FA— Charles Schmidt & Dr. Donald R. Low; GM— Robert Rodriguez; PD— Drew Daubenspeck; BM— Tom Zappe, and CE— Robert McGeehee.

ILLINOIS COLLEGE; WILC, Jacksonville, Ill. 62650. 217—243-3345. Midwest Region. AM-carrier current. Comm. 5 days/38 hrs. Staff: 65. Estab: 1967. Station format: Combination of top rock, easy listening and educational.

School enrollment: 920. Potential audience: 750.

GM— John J. Clark; FA— Donald Elred; BM— Hans R. Gallas; PD— David R. Craske; CE— John Bellatti, and ND— Lew Westover.



• **ILLINOIS INSTITUTE OF TECHNOLOGY; WIIT,** 3300 South Federal St., Chicago, Ill. 60616. 314—225-9600. Midwest Region. AM 640 kc, 50 watts. Comm. 7 days/24 hrs. Staff:

100. Estab: 1963. Station format: Rock.

School enrollment: 2,400. Potential audience: 2,800.

FA— W. R. Dunbar; GM— Dan Benz; SM & BM— Norm Kornsand; PD— Wayne Wilson; CE— Jim Swick, and PD— P. A. Porter.

• **ILLINOIS STATE UNIVERSITY;** WGLT, Cook Hall, Normal, Ill. 61761. 309—438-2313. Midwest Region. AM 540 kc, Carrier-current, (FM 91.7 mc, 10 watts). Non-comm. AM-7 days/102 hrs. FM-7 days/59 hrs. Staff: 105. Estab: 1961. Station format: Educational and MOR.

School enrollment: 13,163. Potential audience: 60,000.

Dept. Dir— Ralph Smith; FA— G. B. Paxton; GM— Frank A. Kesman; PD— Walter Kester; BM— Mike Timmins; CE— Douglas Schoen & Dave Claeys, and Ch. Ann.— William Steakley.

• **LAKE FOREST COLLEGE; WLFC,** Lake Forest, Ill. 60045. 312—234-5480. Midwest Region. AM 640 kc, 10 watts. Non-comm. 6 days/32 hrs. Staff: 35. Estab: 1963. Station format: Pop and jazz.

School enrollment: 1,300. Potential audience: 400.

FA— Eugene Lewandowski & Tung Hon Jeong; GM— Harry C. Fleming III.; SM— Bob Howland; PD— & BM— Frank Nixon & Eugene Lewis; CE— James Branch; Sports Dir— David Miller, and PR— Laura Birch.

• **LOYOLA UNIVERSITY; WLUC,** Chicago, Ill. 60626. 312—BR4-3000. Midwest Region. AM-carrier current. Comm. 5 days/45 hrs. Staff: 100. Estab: 1967. Station format: Rock and soul.

School enrollment: 10,000. Potential audience: 8,000.

FA— John Moore; Co-Sta. Mgrs.— Ed L. Minarich Jr., Thomas J. Machnowski; SM— Walter Stawicki; PD— Mark McKeigue; BM— Bob Ahern; CE— Tom Pilat; and PR— Rick Moser.

MAINE TOWNSHIP HIGH SCHOOL; WMTH-FM, Dempster & Potter Roads, Park Ridge, Ill. 60068. 315—824-2613. Midwest Region. FM-88.5 mc, 16 watts. Non-comm. 5 days/35 hrs. Station format: News, education, varied, high school sports events.

School enrollment: 10,000. Potential audience: 300,000.

Dept. Dir— & FA— Cynthia Schaulis; CE— Theron Whitfield.

NORTH CENTRAL COLLEGE; WONC, 30 N. Brainard, Naperville, Ill. 60540. 312—355-9481. Midwest Region. FM 89.1, 3,900 watts. Non-

comm. 7 days/54 hrs. Staff: 60. Estab. 1967. Station format: Educational, public affairs.

School enrollment: 900. Potential audience: 3,500,000.

Dept. Dir. & FA— Richard Obermeyer; GM— Steven E. Margison; PD— Jean Hansen; CE— Don Zywoit; AE— Verne Dietrich, and ND— Alan Lohman.

• **NORTHERN ILLINOIS UNIVERSITY**; WNIU-FM, Dekalb, Ill. 60115. 815—753-1323. Midwest Region. AM 610 kc, carrier-current. Comm. 6 days/51 hrs. Staff: 40. Estab: 1968. Station format: Easy listening and contemporary.

School enrollment: 20,000. Potential audience: 8,000.

Dept. Dir.— Dr. Clair Tettemer; FA— Arthur Bartfay; GM— Jack Schroeder; SM— Bob Kerchherr; PD— John Bell; MD— Curt Stalheim.

NORTHWESTERN UNIVERSITY; WNUR-FM, Speech Annex, Evanston, Ill. 60201. 312—492-7101. Midwest Region. FM 89.3 mc, 1040 watts. Non-comm. 7 days/64 hrs. Staff: 70. Estab: 1950. Station format: varied (rock, MOR, folk, jazz, underground, classical, news, talk etc.).

School enrollment: 23,000. Potential audience: 150,000.

Dept. Dir.— Dr. Charles F. Hunter; FA— Michael Fisher; GM— David B. Liroff; PD— Linda A. Shaw; CE— Edward J. Glab; MD— Allison Eil, and Sports Dir.— Scott LaBounta.

• **PRINCIPIA COLLEGE**; WTPC, Principia College, Elsah, Ill. 62028. 618—466-2131. Midwest Region. AM 570 kc, 10 watts. Non-comm. 5 days/40 hrs. Staff: 34. Station format: popular; rock.

School enrollment: 750. Potential audience: 750.

Dept. Dir.— Dr. T. Houpt; FA— Dr. Ronald Burnett; GM— David Wadsworth; PD— David Zaremba & Robert Snipes; BM— Richard Larson; CE— David Tente, and Head Ann.— Bill Stone.

• **QUINCY COLLEGE**; WWQC, 1801 College Ave., Quincy, Ill. 62301. 217—222-8020. Midwest Region. AM 1600 kc, carrier-current. Non-comm. 7 days/60 hrs. Staff: 35. Estab. 1968. Station format: Rock-folk-classical-discussion.

School enrollment: 2,000. Potential audience: 1,200.

FA— Father George McDevitt; GM— Bill Lawton; PD— George Quinn; CE— Greg Meyer, and PR— John Petrik.

• **ROCKFORD COLLEGE**; WRCR, 5050 East State St., Rockford, Ill. 61101. 815—398-5880. Midwest Region. AM 640 kc, 49 watts. Non-comm. 7 days/48 hrs. Staff: 25. Estab: 1962. Station format: All types of music.

School enrollment: 600. Potential audience: 600.

FA— Dr. Gordon Ross; GM & BM— Michael F. Porcaro; PD— Sanford; G. Ballin; CE— Brian M. Dubin, and Head Ann.— Jeff Lind.

SOUTHERN ILLINOIS UNIVERSITY; WSIU, 150 Communications Bldg., Carbondale, Ill. 62901. 618—344-2328. Midwest Region. FM 91.9 mc, 37,000 watts. Non-comm. 7 days/112 hrs. Staff: 25 paid-100 volunteer. Estab: 1958. Station format: Information, classical, MOR, pop, jazz.

School enrollment: 19,000. Potential audience: 850,000.

Dept. Dir.— Buren C. Robbins; FA— Charles T. Lynch; GM— John Kurtz; Sta. Mgr.— Rick Houlberg; PD— David Langdon, and CE— William Dixon.

UNION SCHOOL DISTRICT 46; WEPS-FM, 4 South Gifford, Elgin, Ill. 61020. 312—741-6800. Midwest Region. FM 90.9 mc, 364 watts. Non-comm. 5 days/40 hrs. Staff: 75. Estab: 1950.

School enrollment: 20,985. Potential audience: 250,000.

Dept. Dir. & GM— George A. Lane, and CE— Donald Tuttle.

UNIVERSITY OF CHICAGO; WHPK-FM, 5706 S. University, Chicago, Ill. 60637. 312—324-5758. Midwest Region. FM 88.3 mc, 15 watts. Non-comm. 7 days/107 hrs. Staff: 60. Estab: 1945. Station format: Classical, rock, jazz, news, community affairs, soul, specialty.

School enrollment: 8,000. Potential audience: 1,000,000.

FA— Dr. Issac Abella; GM— Mile Lonedgan; Prod. Mgr.— John Tileel; PD— Tom Jacobson; BM— Peter Lang; CE— Tim Wickland, and ND— Tom Harris.

UNIVERSITY OF ILLINOIS; WPGU, Weston Hall, Champaign, Ill. 61820. 217—333-2019. Great Lakes Region. AM 640 kc, (FM 107.1 mc, 3,000 watts). Comm. 7 days/80 hrs. Staff: 150. Station format: basically contemporary, some specialty programming.

School enrollment: 30,000. Potential audience: 200,000.

GM— Marshall Poole; SM— Brent Brotrine; PD— Terry Becker; CE— Phil Overmeyer, and PR— Barrie Fromme.

WHEATON COLLEGE; WETN,

Wheaton, Ill. 60187. 312—682-5074. Midwest Region. FM 88.1 mc, 10 watts. Non-comm. 6 days/65 hrs. Staff: 85. Estab: 1947.

School enrollment: 1,800. Potential audience: 100,000.

Dept. Dir.— E. A. Hollatz; GM— Stuart Johnson; Asst. Mgr.— William H. Woodward; PD— Edward Richert; BM— Margaret A. Chilton, and TA— David A. Hodges.

• **WESTERN ILLINOIS UNIVERSITY**; WWKS, 900 West Adams, Macomb, Ill. 61455. 309—899-2473. Midwest Region. FM 91.3 mc, 1000 watts. Non-comm. 7 days/67 hrs. Staff: 18. Estab: 1956. Station format: News, sports, public service, complete music services, adult information.

School enrollment: 9,600. Potential audience: 40,000.

Dept. Dir., FA-GM— E. C. Haddock; PD— Jim Young, and CE— Charles Gill.

INDIANA

BALL STATE UNIVERSITY; WBST-FM, Center for Radio and TV, Muncie, Ind. 47306. 317—285-1833. Great Lakes Region. FM 90.7 mc, 10 watts. Non-comm. 7 days/57 hrs. Staff: 13. Estab: 1957. Station format: Good music.

School enrollment: 15,007. Potential audience: 125,000.

Dept. Dir. & GM— Dr. William H. Tomlinson; FA— Michael Rogers; PD— James P. Walsh; CE— Garvin Phillips, and ND— George Kaye.

• **DEPAUW UNIVERSITY**; WGRC, Union Building, Greencastle, Ind. 46135. 317—3-3663. Great Lakes Region. FM 91.5 mc, 115 watts. Non-comm. 7 days/71 hrs. Staff: 50. Estab: 1949. Station format: Varied-entertainment-education-information.

School enrollment: 2,400. Potential audience: 10,000.

Dept. Dir.— Jon Brictrson; FA & GM— Prof. Elizabeth Turnell; PD— Julie McWhirter, and CE— Robert Reeves.

• **EARLHAM COLLEGE**; WECI, Box 1239, Richmond, Ind. 47374. 317—966-5591. Great Lakes Region. AM 640 kc, 50 watts, (FM 91.5 mc, 10 watts). Non-comm. 7 days/55 hrs. Staff: 15. Estab: 1964. Station format: Classical music and educational and public affairs programming.

School enrollment: 11,000. Potential audience: 53,000.

FA— John W. Schuerman; GM— Howell L. Gatchell, Jr.; PD— Russell Rowland; BM— Jerome M. Sector;

CE— J. Robert Sherwood, and ND— Judith D. Morgan.

• GOSHEN COLLEGE; WGCS, Goshen, Ind. 46526. Great Lakes Region. AM 600 kc, 10 watts, (FM 91.1, 390 watts). Non-comm. 7 days/60 hrs. Staff: 50. Estab: 1962. Station format: Classical music.

School enrollment: 1,150. Potential audience: Unk.

GM & CE— J. F. Swartzendruber, (student-Dave Minter), and PD— Roy Umble, (student-James Kauffman).

• INDIANA CENTRAL COLLEGE; WICR, 4001 Otterbein, Indianapolis, Ind. 46227. 317—787-4628. Great Lakes Region. FM 88.7 mc, 10 watts. Non-comm. 7 days/65 hrs. Staff: 37. Estab: 1962. Station format: Educational.

School enrollment: 2,100. Potential audience: 12,000.

FA— Dean Ransburg; GM— C. M. Byers; PD— John Memmer; BM— Kathryn Gross; CE— Charles Sears, and Asst. GM— Roger Core.

• INDIANA INSTITUTE OF TECHNOLOGY; WITB, 1600 E. Washington Blvd., Fort Wayne, Ind. 46803. 219—422-0810. Great Lakes Region. AM 550 kc, Carrier-current. Comm. 7 days/49 hrs. Staff: 20. Estab: 1965. Station format: Rock.

School enrollment: 1,000. Potential audience: 600.

FA— Mrs. V. Meussling; GM— Paul E. Knupke; PD— Michael Ihnat; BM— William Rose, and CE— Dennis Sensenich.

• INDIANA UNIVERSITY; WIUS, 617 East 8th St., Bloomington, Ind. 47401. 812—377-9487. Great Lakes Region. AM 620 kc, carrier-current. Comm. 7 days/135 hrs. Staff: 70. Estab: 1967. Station format: Daytime-contemporary/night-diversified.

School enrollment: 25,000. Potential audience: 15,000.

Dept. Dir. & PD— Bill Horn; FA— Dr. Herbert E. Smith; GM— John A. Butt; SM— Bill Rath; BM— Susan Wolf; CE— Curtis Jones, and Asst. GM— Bruce Herrick.

• MANCHESTER COLLEGE; WBKE, Box 88, North Manchester, Ind. 46962. 219—982-2141. Great Lakes Region. AM 630 kc, 10 watts, (FM 89.5 mc, 3,000 watts). AM—Comm. FM—Non-comm. 6 days/41 hrs. Staff: 50. Estab: 1948. Station format: AM—rock; FM—easy-listening, educational.

School enrollment: 1,469. Potential audience: Unk.

Dept. Dir. & FA— Sam Davis; GM— Gail Hammond; PD— Jerry Cling-

enpeel; BM— Nelson Montz, and CE— Phil Snider.



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• VALPARAISO TECHNICAL INSTITUTE; WVTI, Box 490, Valparaiso, Ind. 46383. 219—462-9244. Great Lakes Region. AM 600 kc, 10 watts. Non-comm. 6 days/55 hrs. Staff: 54. Estab: 1930. Station format: Primarily top 40—some C&W and R&B.

School enrollment: 370. Potential audience: 5,000.

FA— D. E. Wiggins; GM— William J. Murray; PD— John Ranfranz; BM— Ed Lee; CE— Mike Peters, and ND— Bill Holland.

IOWA

• CENTRAL COLLEGE; KCUI, Pella, Iowa 50219. 515—628-4151. Great Lakes Region. AM 690 kc, carrier current, (FM 89.1 mc, 10 watts). AM—Comm.; FM—Non-comm. 7 days/AM—75 hrs.; FM—60 hrs. Staff: 72. Estab: 1960. Station format: AM—Rock & progressive; FM—Educational, classical, MOR, news.

School enrollment: 1,200. Potential audience: 8,000.

Dept. Dir. and CE— Loren G. Vanderzyl; FA— Stephen Hofer; Student Mgr.— Jon Lorence; SM— David Schenck; PD— Ned A. Hedrick Jr.; BM— Brent Backofen, and ND— Curry Pikkaart.

• LUTHER COLLEGE; WKLC, Decorah, Iowa, 52101. 312—382-3621. Great Lakes Region. AM 1240 kc, 1,000 watts. Non-comm. 7 days/47 hrs. Staff: 45. Estab: 1926. Station format: Educational programming.

School enrollment: 2,000. Potential audience: 70 mile radius.

Dept. Dir., GM & PD— Jon R. Nelson; FA— Roland Dain; CE— Bruce A. Larson, and ND— James Jaeger.

• ST. JOSEPH'S COLLEGE; WOWI, Box 651, Collegeville, Iowa 47978. 216—866-5425. Great Lakes Region. AM 630 kc, 30 watts. Comm. 7 days/87 hrs. Staff: 80. Estab: 1966. Station format: Rock, MOR and easy-listening.

School enrollment: 1,425. Potential audience: 2,000.

FA— Ralph Cappuccilli; GM— Robert J. Pulfery; SM— Jeff McCulloch; PD— Joseph A. Jungblut, and CE— Robert Hopkins.

• UNIVERSITY OF DUBUQUE; WGVU, Dubuque, Iowa 52001. 319—588-1219. Great Lakes Region. AM 790 kc, 5 watts. Comm. 7 days/72 hrs. Staff: 45. Estab: 1966. Station format: 40% rock, 30% easy listening, 30% other.

School enrollment: 1,000. Potential audience: 850.

FA— David Reese; GM— Steve Spathelf; SM— Jim Daigh; PD— Dick Hrynkow; CE— Phil Gray, and Librarians— Chuck Angel & Mark Maxwell.

• UNIVERSITY OF IOWA; KICR, Suite 570 Quadrangle, Iowa City, Iowa 52240. 319—353-5500. Great Lakes Region. AM 570 kc, carrier current. Comm. 7 days/168 hrs. Staff: 50. Estab: 1953. Station format: Contemporary.

School enrollment: 20,000. Potential audience: 6,000.

GM— Darwin Paustian; SM— Don Tool; MD— Bruce Tidball; BM— Mike Murphy; CE— Doug Nelson; PR— Daryl Woodson.

UNIVERSITY OF IOWA; WSUI-AM, KSUI-FM, Iowa City, Iowa 52240. 319—353-5665. Great Lakes Region. AM 910 kc, 5,000 watts, (FM 91.7 mc, 17,500 watts). Non-comm. 6 days/110 hrs. Staff: 30. Estab: 1917. Station format: General

School enrollment: 20,000. Potential audience: 3,000,000.

Dept. Dir. & GM— Hugh Cordier; PD— Robert Irwin, and CE— S. J. Ebert.

• WARTBURG COLLEGE; KWAR, Waverly, Iowa 50677. 319—352-1200. Great Lakes Region. FM 89.1 mc, 10 watts. Non-comm. 7 days/120 hrs. Staff: 25. Estab: 1951. Station format: Popular, easy listening.

School enrollment: 1,450. Potential audience: 20,000.

Dept. Dir.— John W. Bachman; FA— Dr. Clifford L. Wetmore; GM— Karl Koch; PD— Randy Hoth, and CE— Steve Deberg.

COLLEGE RADIO, December, 1968

KANSAS

● **FORT HAYS KANSAS STATE COLLEGE**; KFHS, Hays, Kan. 67601. 913—625-5611. Midwest Region. AM 650 kc, carrier-current. Non-comm. 5 days/35 hrs. Staff: 12. Estab: 1960.

School enrollment: 5,400. Potential audience: 1,500.

Dept. Dir. & FA— Jack R. Heather; GM— Ron Harbaugh; PD— Bob Dey; ND— Robert Helm; PR— Dennis Martin; Chief Ann.— Fred Meis, and Traffic Dir.— Eldon Whitthuhn.

KANSAS STATE TEACHERS COLLEGE; KSTE-FM, Emporia, Kan. 66802. 316—343-1200. Midwest Region. FM 88.7 mc, 10 watts. Non-comm. 5 days/85 hrs. Staff: 7. Estab: 1958. Station format: Classical; campus news, sports; weather, standard popular.

School enrollment: 7,000. Potential audience: 30,000.

Dept. Dir., FA & PD— Charles F. Edwards; GM— Bradley Swanson, and CE— Keith Schrock.

KANSAS WESLEYAN UNIVERSITY; KKWU, Salina, Kan. 67401. Midwest Region. AM 660 kc, 10 watts. Non-comm. 5 days/25 hrs. Staff: 6. Estab: 1964.

School enrollment: 1,000. Potential audience: 2,000.

Dept. Dir. & GM— Robert Ekstrom; FA— Dr. Duffin Backstrom; SM— Lance Eurlay; PD— Osborn; BM— Robert Gibson, and CE— John Nootz.

WICHITA STATE UNIVERSITY; KMWU, 1751 N. Fairmount, Wichita, Kan. 67208. 316—682-1382. Midwest Region. FM 89.1 mc, 250 watts. Non-comm. 7 days/60 hrs. Staff: 67. Estab: 1949. Station format: educational, classical music, sports events, easy listening music.

School enrollment: 11,000. Potential audience: 100,000.

Dept. Dir.— Frank L. Kelly; FA— Ron Streeter; GM— Joe Plehal; PD— Orin Feiesen, and CE— Larry Waggoner.

KENTUCKY

● **GEORGETOWN COLLEGE**; WRVG-FM, Georgetown, Ky. 40324. 502—863-7222. Great Lakes Region. FM 90.1 mc, 10 watts. Non-comm. 6 days/47 hrs. Staff: 20. Estab: 1963. Station format: Rock-jazz-instructional.

School enrollment: 1,800. Potential audience: 50,000.

Dept. Dir., FA & GM— Patrick R. Leigh; PD— Dave Clark; BM— Steve York; CE— Harold Blocher, and MD— Sue Hurley.

● **MOOREHEAD STATE UNIVERSITY**

Sity; WMKY-FM, Box 911, Morehead, Ky. 40351. 606—784-4181. Great Lakes Region. FM 91.1 mc, 10 watts. Non-comm. 7 days/88 hrs. Staff: 48. Estab: 1965. Station format: MOR.

School enrollment: 6,145. Potential audience: 14,000.

Dept. Dir. & GM— Donald F. Holloway; FA & PD— James A. Uszler & Larry Netherton; CE— Leslie Davis; ND— Roger Marshall; MD— Susan Sherman, and Sports Dir.— Larry Gooding.

MAINE

● **BATES COLLEGE**; WRJR, Box 339, Lewiston, Maine 04240. 207—784-9340. New England Region. FM 91.5 mc, 10 watts. Non-comm. 6 days/47 hrs. Staff: 30. Estab: 1958. Station format: Rock, MOR, classical.

School enrollment: 950. Potential audience: 60,000.

Dept. Dir. & FA— Lavinia Schaeffer; GM— Charles D. Kolstad; BM— William Goehring, and CE— John Andrews.

● **COLBY COLLEGE**; WMHB, Roberts Union, Waterville, Maine 04901. New England Region. AM 610 kc, carrier-current. Comm. 7 days/70 hrs. Staff: 50. Estab: 1964. Station format: Top 40 rock.

School enrollment: 1,500. Potential audience: 1,500.

GM— Brian Harville; SM & BM— Alan McWhirter; PD— Roger Osborn; CE— Jon Barrett, and Librarian— Karen Mrozek.

● **SAINT FRANCIS COLLEGE**; WWAS, Biddlefore, Maine 04005. 207—282-1515. New England Region. AM 600 kc, 5 watts. Semi-comm. 7 days/168 hrs. Staff: 65. Estab: 1966. Station format: Top 40.

School enrollment: 650. Potential audience: 1,200.

Dept. Dir. & FA— William A. Sutton; GM— Michael Kohlstrom; Ass. GM— Salvatore Pullia and Donald Hawkins, and Sec.-Comptroller— James L. Corrigan.

MARYLAND

JOHNS HOPKINS UNIVERSITY; WJMU, Charles & 34th St., Baltimore, Md. 21218. 301—889-0083. Capital Region. AM 830 kc, 10 watts. Non-comm. 7 days/. Staff: 50. Estab: 1950. Station format: Mostly popular, UPI news, away football & lacrosse games.

School enrollment: 2,000. Potential audience: 800.

FA— Dr. S. S. Wolffe; GM— John M. Ewalt; PD— Paul Carlson; BM—

Baird M. Thompson; CE— Michael F. Becker, and Asst. Mgr.— Richard Hermans.

● **U.S. NAVAL ACADEMY**; WRNV, Annapolis, Md. 21402. 301—268-7711. Capital Region. AM 640 kc, 250 watts. Non-comm. 7 days/107 hrs. Staff: 45. Estab: 1954. Station format: Popular rock.

School enrollment: 4,000. Potential audience: 4,000.

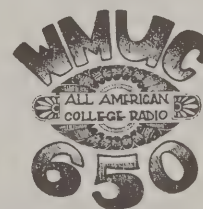
GM— Thomas E. Halwachs; PD— Richard W. Campbell; BM— Michael J. Watson, and CE— Warren J. Mackensen.

● **UNIVERSITY OF MARYLAND**; WMUC, Box 99, College Park, Md. 20742. 301—454-2744. Capital Region. AM 650 kc. Comm. 7 days/168 hrs. Staff: 80. Estab: 1943. Station format: Contemporary-except for classic, folk, Broadway, and jazz specials on Sundays.

School enrollment: 22,000. Potential audience: 10,000.

Dept. Dir.— Dr. Thomas Aylward; FA— Dr. Donald H. Kirkley Jr., GM— John Dowling; SM— Ted Bayer; PD— Frank Groff; BM— Susan Sacks; CE— Russell Brown, and PR— John Hartge.

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MASSACHUSETTS

● **AMERICAN INTERNATIONAL COLLEGE**; WAIC, 40 Amaron Street, Springfield, Mass. 01109. 413—737-5331. New England Region. AM 640 kc, closed-circuit, (FM 91.9 mc, 10 watts). Non-comm. 6 days/72 hrs. Staff: 40. Estab: 1965. Station format: Rock and specialty.

School enrollment: 1,700. Potential audience: 80,000.

FA— James Boyle; BM— John Ruscio; CE— Fran Mitus; GM— Peter Hammond; SM— Steve Rich-ton; PD— William J. D. Anthes.

• **BOSTON UNIVERSITY; WBUR**, 630 Commonwealth Ave., Boston, Mass. 02215. 617—353-2790. New England Region. FM 90.9 mc, 20,000 watts. Non-comm. 7 days/21 hrs. Staff: 35. Estab: 1950. Station format: Classical, public affairs, some jazz & rock. School enrollment: 16,000. Potential audience: 3,000,000.

Dept. Dir. & GM— Will Lewis; PD— Betsey L. Russell, and CE— James Bonney.

• **CLARK UNIVERSITY; WCUW**, 950 Main Street, Worcester, Mass. 01610. 617—793-7585, New England Region. AM 640 kc, carrier current. Comm. 7 days/15 hrs. Staff: 40. Estab: 1964. Station format: Progressive rock.

School enrollment: 2,000. Potential audience: 2,500.

FA— Bruce Minsley; CE— David Kaplan, and ND— Barry Lazar.

• **COLLEGE OF THE HOLY CROSS; WCHC**, Box 35-A, Holy Cross, Worcester, Mass. 01610. 617—793-2475. New England Region. AM 640 kc, 50 watts. Comm. 7 days/121 hrs. Staff: 65. Estab: 1948. Station format: Mixed bag.

School enrollment: 2,400. Potential audience: 2,100.

FA— Rev. George W. Nolan, S. J.; GM— Ted Moline; SM— Greg Bachand; BM— Ken Baldyga, and CE— D. K. F. Murray.



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EMMERSON COLLEGE; WECB, 130 Beacon, Mass. 02116. 617—262-5313. New England Region. AM 640 kc, closed-circuit. Comm. 7 days/119 hrs. Staff: 87. Estab: 1954. Station format: Rock-emphasis on "soul."

School enrollment: 1,200. Potential audience: 9,000.

Dept. Dir. & FA— Charles Philips; PD— Barry Korkin; GM— Lloyd B.

Roach; CE— Jay Rose, and PR— Bruce Dean.

• **LOWELL TECHNOLOGICAL INSTITUTE; WLTI**, Lowell, Mass. 01854. 617—452-4926. New England Region. FM 91.5 kc, 10 watts. Non-comm. 7 days/126 hrs. Station format: Easy listening.

School enrollment: 3,000. Potential audience: 100,000.

Dept. Dir. & GM— James Michael Prestileo; FA— Joseph Kopycinski; PD— Edward Ciampa; BM— Glen Tegmyer, and CE— Richard Lynch.

• **MERRIMACK COLLEGE; WV-MM**, Turnpike Road, N. Andover, Mass. 01845. 617—688-7111. New England Region. AM 850 kc, 200 watts. Non-comm. 7 days/51 hrs. Staff: 40. Estab: 1964. Station format: MOR.

School enrollment: 2,000. Potential audience: 1,000.

FA— Prof. Herbert Meyer; GM— Michael P. Montgomery; PD— Bettie McGuire; BM— Judy Keller, and CE— Edward Dahill.

• **MOUNT HERMAN SCHOOL; WMHS**, Box 1000, Mount Hermon, Mass. 01345. 423—498-5311. New England Region. AM 1000 kc, 10 watts. 7 days/63 hrs. Staff: 70. Estab: 1967. Station format: Top 40, underground, soul.

School enrollment: 1,400. Potential audience: 20,000.

Dept. Dir.— Ron Landry; FA— Doyle Casey; GM— W. Grady Houseknecht; SM— David Henderson; PD— Steven F. Harris; BM— Laszlo D. O. Hamos, and CE— Mitchell Easton.

• **MOUNT HOLYOKE COLLEGE; WMHC**, South Hadley, Mass. 01075. 413—536-4000. New England Region. FM 90.7 mc, 10 watts. Non-comm. 6 days/55 hrs. Staff: 45. Estab: 1957. Station format: Music-news-features, interviews, educ. programs, poetry.

School enrollment: 1,700. Potential audience: 8,000.

FA— Robert H. Stanley; GM— Jill Dardig; ND— Sally Sanderlin; PD— Carol Salomon; BM— Bonnie Alicandri; CE— Laurie Cutler; PR— Wendy Hager, and Features Mgr.— Linda Lewis.

UNIVERSITY OF MASSACHUSETTS; WFCR, Hampshire House, Amherst, Mass. 01002. 413—545-0100. New England Region. FM-88.5 mc, 34,000 watts. Non-comm. 7 days/126 hrs. Staff: 10. Estab: 190. Station format: Combination of "serious" music and "serious" talk.

School enrollment: 15,000. Potential audience: 1,000,000.

GM— Al Hulsen; PD— Fred Cal-

land; CE— Charles Ferguson; Prod. Mgr.— Diana Calland, and Producer — Phebe Williams.

UNIVERSITY OF MASSACHUSETTS; WMUA, Engineering Bldg., Amherst, Mass. 01002. 413—545-2425. New England Region. FM 91.1 mc, 10 watts. Non-comm. 7 days/139 hrs. Staff: 70. Estab: 1948. Station format: Potpourri of entertainment and information.

School enrollment: 16,000. Potential audience: 250,000.

FA— Raymond Wyman; GM— Janet Jewett; PD— Arthur F. McLean; BM— Glenn Briere; CE— David Ceccarelli, and Asst. GM— Karen Silverman.

• **SPRINGFIELD COLLEGE; WS-CB**, 263 Alden Street, Springfield, Mass. 01109. 413—732-1000. New England Region. AM 600 kc, carrier current, (FM 89.9 mc, 10 watts). AM-comm.; FM-Non-comm. 7 days/91 hrs. Staff: 50. Estab: 1954. Station format: Popular until 10 p.m., easy listening or underground until 1 a.m.

School enrollment: 1,700. Potential audience: 25,000.

FA— Stan Brown; GM— Ronald Melleby; Sports Dir.—Bill Ashe; PD — Rocky Allep; BM & CE— Russ Green, and Traffic Dir.— Bob Marean.

STONEHILL COLLEGE; WSTO, North Easton, Mass. 02356. 617—238-2052. New England Region. AM 640 kc, 9 watts. Non-comm. 5 days/40 hrs. Staff: 25. Estab: 1965. Station format: Music.

School enrollment: 1,300. Potential audience: 700.

FA— Dr. John Connelly; GM— Deborah Moody; PD— Steven Beaucaire, and CE— Bill Dundulis.

MICHIGAN

• **ADRAIN COLLEGE; WVAC**, 110 S. Madison, Adrain, Mich. 49221. 313—265-5161. Great Lakes Region. FM 88.1 mc, 10 watts. Non-comm. 5 days/35 hrs. Staff: 15. Estab: 1967. Station format: Informative and educational talk programs, plus "good listening."

School enrollment: 1,500. Potential audience: 25,000.

Dept. Dir., FA & GM— Louis C. Saalbach; PD— Richard Torres; BM — Barbara Hess; CE— Clark Miley; Tech. Dir.— Larry Ehinger, and Traffic Dir.— Lanette Snyder.

• **ANDREWS UNIVERSITY; WA-UR**, Berrien Springs, Mich. 49104. 616—471-7771. Great Lakes Region. AM 640 kc, carrier current. 7 days/70 hrs. Staff: 60. Estab: 1967. Station format: MOR to classical.

School enrollment: 3,000. Potential audience: 1,500.

Dept. Dir.— Dr. Elaine Giddings; FA— Mike Mottler; GM— Richard Hannon; PD— Rick Slade; BM— Jack Leach; CE— Gary Anderson, and Head Ann.— Carsten Thomsen.

• CALVIN COLLEGE AND SEMINARY; WCAL, Vander Werp Hall, Knollcrest Campus, Grand Rapids, Mich. 49506. 616—949-4000. Great Lakes Region. AM 640 kc, 250 watts. Comm. 7 days/149 hrs. Staff: 50. Estab: 1965. Station format: "You name it, we got it."

School enrollment: 3,400. Potential audience: 1,200.

FA— Dr. T. Ozinga; GM— John M. De Jong; SM— Randall B. Hoekstra; PD— Kenneth A. Bush; BM— James Hekman, and CE— Kenneth Van Prooyen II.

WCAL

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CENTRAL MICHIGAN UNIVERSITY; WCMU, Warriner Hall, Mt. Pleasant, Mich. 48858. 517—774-3250. Great Lakes Region. FM 90.1 mc, 10 watts. Non-comm. 7 days/135 hrs. Staff: 50. Estab: 1962. Station format: 50% educational, 50% top 40.

School enrollment: 12,000. Potential audience: 30,000.

Dept. Dir.— James L. Mead; FA— Allen Labovitz; GM— Ken Rundel; ND— Bill Burns; Educ. Dir.— Charles Hiner; Campus Prog. Dir.— Richard Spriska; CE— Pete Fronzak, and Public Service Mgr.— Jim Pietrzak.

• FERRIS COLLEGE; WFRS, Box 225, Big Rapids, Mich. 49307. 616—796-7148. Great Lakes Region. AM 560 kc, 575 watts. Comm. 7 days/120 hrs. Staff: 25. Estab: 1956. Station format: Drake format.

School enrollment: 8,200. Potential audience: 7,500.

Dept. Dir. & PD— James A. Suminski; FA— Wm. Buckingham; GM— Michael H. Koonce; BM & SM— Edward W. Jacobson, and CE— Paul Dobosz.

• MICHIGAN STATE UNIVERSITY; WBRs, 117 Brody Hall, E. Lansing, Mich. 48823. 517—355-6552. Great Lakes Region. AM 820 kc. Non-comm. 7 days/168 hrs. Staff: 52. Estab: 1956. Station format: Top 40 rock with jazz and underground.

School enrollment: 40,000. Potential audience: 3,600.

FA— William Donohue; GM— David E. Altmeyer; PE— Jim Cruickshank; MD— Ray Walsh.

• MICHIGAN STATE UNIVERSITY; WKME, East Shaw, E. Lansing, Mich. 48823. 517—355-6474. Great Lakes Region. AM 820 kc, 18,000 watts. Non-comm. 7 days/168 hrs. Staff: 45. Station format: Progressive rock.

School enrollment: 40,000. Potential audience: 20,000.

FA— Jan Blakeslee; GM— John Kellogg; PD— Jon Beacher; BM— Robert Vavra; CE— Roland Kurek, and Asst. PD— Michael Karlewski.

• MICHIGAN STATE UNIVERSITY; WMSN, Room 8 Student Service, East Lansing, Mich. 48823. 517—353-4414. Great Lakes Region. AM 640 kc. Non-comm. 7 days/168 hrs. Staff: 100. Estab: 1968. Station format: Rock, progressive, jazz, folk, easy listening, MOR.

School enrollment: 40,000. Potential audience: 20,000.

FA— Roerick Rightmire & Richard Estell; Network GM— John DeGroot; PD— Dennis Blyth; BM— Richard Balgenorth; CE— James Taylor, and ND— William Long.

• MICHIGAN STATE UNIVERSITY; WMCD, West McDonel Hall, East Lansing, Mich. 48823. 517—353-1629. Great Lakes Region. AM 840 kc, 15 watts. Non-comm. 7 days/168 hrs. Staff: 20. Estab: 1967. Station format: Rock and specialty.

School enrollment: 40,000. Potential audience: 3,000.

GM— Kenneth R. Kucinski; Chief Ann.— John P. Olson; PD— Charles E. Shelburne; BM— Sandra P. Nichols; CE— William C. Wells Jr. and MD— Linda L. Liston.

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MICHIGAN TECHNOLOGICAL UNIVERSITY; WRS, West Wadsworth Hall, Houghton, Mich. 49931. 906—482-1620. Great Lakes Region. AM 1600 kc, 20 watts. Comm. 7 days/133 hrs. Staff: 25. Estab: 1956. Station format: Rock - contemporary; MOR - easy listening.

School enrollment: 4,497. Potential audience: 1,900.

FA— Steven Vanek; GM & SM— Jon H. Wenger; PD— Thomas Moore; BM— James Howard, and CE— Gary L. Williams.

NORTHERN MICHIGAN UNIVERSITY; WNMR-FM, Lee Hall, Marquette, Mich. 49855. 906—227-3900. Great Lakes Region. FM 90.1 mc, 250 watts. Non-comm. 6 days/66 hrs. Staff: 10. Estab: 1963. Station format: MOR to classical.

School enrollment: 7,200. Potential audience: 40,000.

Dept. Dir.— Dr. James Rapport; FA— Wm. G. Mitchell; GM-SM— Bruce Turner, and CE— Daniel C. Smith.

OLIVET COLLEGE; WBSD, Box 180, Olivet, Mich. 49076. 616—749-2111. Great Lakes Region. AM 750 kc, closed circuit. Non-comm. 6 days/40 hrs. Staff: 18. Estab: 1966. Station format: variety.

School enrollment: 857. Potential audience: 700.

FA— Virgil Wooley; GM-BM— Michael Williams; PD— Ronald D. Ball, and CE— Bruce E. Chapin.

• UNIVERSITY OF DETROIT; W-UD, 16230 Petosky Ave., Detroit, Mich. 48221. 313—342-3110. Great Lakes Region. AM 1170 kc, carrier current. Comm. 7 days/71 hrs. Station format: Rock, progressive, MOR.

School enrollment: 9,000. Potential audience: 5,000.

Dept. Dir.— Rev. James A. Brown; GM— Wes Dubin; SM— Tom Voss; PD— Tom Okress; CE— Mike Kearns, and MD— Bill O'Neil.

MINNESOTA

• BEMIDJI STATE COLLEGE; K-BSC, Student Union, Bemidji, Minn. 56601. 218—755-2059. North Central Region. AM 670 kc, 25 watts, (FM 91.9 mc, 10 watts). Non-comm. 7 days/60 hrs. Staff: 35. Estab: 1965. Station format: Diversified.

School enrollment: 5,000. Potential audience: 25,000.

Dept. Dir. & GM— Courtland Herbert; FA— Authur Mathews; PD— Leland Wagness, and BM— Denny Bestul.

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MACALASTER COLLEGE; KM-AC, 1600 Grand Ave., St. Paul, Minn. 55101. 612-647-6312. North Central Region. AM 550 kc, 25 watts. Comm. 7 days/168 hrs. Staff: 50. Estab: 1961. Station format: Progressive rock, (underground, heavy sounds).

School enrollment: 1,925. Potential audience: 1,200.

Dept. Dir. & GM— Steven R. Thompson; FA— Franz Westermeier; SM— Jay Booth; PD— Karl Tegland; BM— Lina Crusan; CE— Warren Roberts, and MD— Buddy Ferguson. • MANKATO STATE COLLEGE; KMSU, Mankato, Mich. 56001. 507-389-2922. North Central Region. FM 90.5 mc, 10 watts. Comm. 6 days/85 hrs. Staff: 100. Estab: 1963. Station format: Educational.

School enrollment: 12,000. Potential audience: 55,000.

Dept. Dir. & FA & GM— Burton E. Meisel; PD— Robert E. Johnson; CE— Stephen Wolf, and Sta. Mgr.— Russ Cramer.

• MOORHEAD STATE COLLEGE; KMSC, Box 474 McLean Hall, Moorhead, Minn. 56530. 218-236-2115. North Central Region. AM 650 kc, 125 watts. Comm. 7 days/84 hrs. Staff: 10. Estab: 1948. Station format: Contemporary.

School enrollment: 5,500. Potential audience: 2,500.

Dept. Dir. & GM— Wayne M. Eckhoff; FA— Duane Grier; SM— Paul Schultz; PD— Bruce L. Edlund; BM— Ellen M. Weiger, and CE— Curtis Peterson.

• ST. JOHN'S UNIVERSITY; KS-JU, Collegeville, Minn. 56321. 612-363-7761. North Central Region. AM 660 kc. Comm. 7 days/80 hrs. Staff: 35. Estab: 1956. Station format: Adult contemporary.

School enrollment: 3,000. Potential audience: 3,000.

Dept. Dir. & FA— Bill Kling; GM— Tom Welch; SM— Jim Farrell; PD— Pat Rother; BM— John Lawler, and CE— Mike Pierce.

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School enrollment: 2,319. Potential audience: 2,200.

FA— Jerome Rademacher; GM— Richard Burczyk; SM & BM— Gregory Morneau, and CE— Thomas Smith.

• ST. OLAF COLLEGE; KSTO, Northfield, Minn. 55057. 507-645-9311. North Central Region. AM 590 kc, 5 watts. 7 days/24 hrs. Staff: 100. Estab: 1956. Station format: Rock, soul, folk, classical, rhythm and blues.

School enrollment: 2,600. Potential audience: 4,000.

FA— Mr. Jenson; GM— Rob Billings; SM— Bill Fink; PD— Mark Romniss; BM— Bob Christianson; CE— Randy Bentson, and Sports Dir.— Pete Houghton.

UNIVERSITY OF MINNESOTA; KUMD, 2400 Oakland Ave., Duluth, Minn. 55812. 218-724-2118. North Central Region. FM 89.1 mc, 200 watts. Non-comm. 6 days/70 hrs. Staff: 75. Estab: 1961. Station format: Educational, music, information programs, public affairs.

School enrollment: 5,200. Potential audience: 150,000.

Dept. Dir., FA & GM— Joseph P. Zesbaugh; PD— Walter Kramer; BM— Mike Burke, and CE— Don Monge.

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• UNIVERSITY OF MINNESOTA; WMMR, 329 Coffman Union, Minneapolis, Minn. 55455. 612-373-2500. North Central Region. AM 730 kc, 350 watts. Comm. 7 days/58 hrs. Staff: 75. Estab: 1948. Station format: Hard rock & "chicken" rock, some underground, campus news, heavy on sports.

School enrollment: 47,000. Potential audience: 5,000.

Dept. Dir.— Dr. Kenneth Graham; FA— Dr. Donald Browne; GM— Jud McCarthy; SM— Paul Schmidt; PD— Steve Reidell; BM— Craig Saline; CE— Barney Kanter, and PR— John Hustad.

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MISSISSIPPI

• UNIVERSITY OF MISSISSIPPI; WCBH, P.O. Box 368, University, Miss. 38677. 601-232-8277. Southern Region. AM 640 kc, 212 watts. Comm. 6 days/45 hrs. Staff: 35. Estab. 1954. Station format: News and music (easy rock to MOR).

COLLEGE RADIO, December, 1968

School enrollment: 6,750. Potential audience: 5,500.

Dept. Dir. & FA— Duncan Whiteside; GM— Bill Edwards; SM— Nick Kalcounas; PD— Bob Landers; BM— Betty Dollarhide, and CE— Lynn Lavallee.

MISSOURI

• **CENTRAL METHODIST COLLEGE**; KMOE, Fayette, Mo. 65248. 816—248-3103. Mid-West Region. AM 770 kc, 25 watts. Comm. 7 days/139 hrs. Staff: 70. Estab: 1960. Station format: Easy listening, rock.

School enrollment: 1,000. Potential audience: 850.

FA— Dr. Hayes A. Richardson & G. Ray Cox; GM— Wil Fritz; PD— Bob Presly; BM— Gary Ladd; CE— Charles F. Howard, and ND— Beth Kershaw.

• **LINDENWOOD COLLEGE**; KC-LC, Lindenwood College, St. Charles, MO. 63301. 314—723-4133. Mid-West Region. AM 660 kc, 25 watts, (FM 89.9 mc, 10 watts). Non-comm. 7 days/21-30 hrs. Staff: 15. Estab: FM-1968, AM-1948. Station format: MOR.

School enrollment: 550. Potential audience: AM-550, FM-40,000.

Dept. Dir. & FA— Miss Martha Boyer; GM— Vicki Lowe; PD— Program Committee; BM— Mr. Thomas A. Harig, and CE— Donald Lorenzen.

• **MISSOURI VALLEY COLLEGE**; WMVC, Marshall, Mo. 65340. 816—426-6373. Mid-West Region. AM 570 kc, 10 watts, (C.P. for 91.7 mc). AM-Comm., FM-Non-comm. 7 days/84 hrs. Staff: 40. Estab: 1958. Station format: MOR with some rock.

School enrollment: 950. Potential audience: AM-500, FM-10,000.

Dept. Dir. & FA & BM— Miss Rita Ludwig; GM— Wally Bloss; SM— Mike Martin; PD— Bill Adams; CE— Wally Bloss, and MD— Ron Slaten.

• **N A Z A R E N E THEOLOGICAL SEMINARY**; KTSR, 1700 E. Meyer Blvd., Kansas City, Mo. 64131. 816—333-6254. Mid-West Region. FM 90.1, 10 watts. Non-comm. 7 days/50 hrs. Staff: 21. Estab: 1960. Station format: Educationally & religiously oriented; mostly music.

School enrollment: 300. Potential audience: 500,000.

Dept. Dir. & FA— James Hamilton; GM— Richard Pritchard; PD— S. Paul Wehr, and CE— John Nielson.

• **OZARK BIBLE COLLEGE**; KO-BC, 1111 North Main, Joplin, Mo. 64801. 417—624-2518. Mid-West Region. AM 570 kc, 10 watts, (FM 91.1 mc, 10 watts). AM-Comm. FM-Non-comm. 5 days/30 hrs. Staff: 40. Estab:

1966. Station format: Religious and classical music.

School enrollment: 760. Potential audience: AM-700, FM-75,000.

Dept. Dir.— James R. Cormode; FA— Don Evans; PD— Ronald Clark; BM— Joyce Clay; CE— Les Jordan, and PR— Jim McKay.

• **ROCKHURST COLLEGE**; KRC, 5225 Troost, Kansas City, Mo. 64110. 816—363-4010. Mid-West Region. AM 570 & 860 kc, Comm. 7 days/24 hrs. Estab: 1960. Station format: Easy-listening—pop-jazz.

School enrollment: 2,500. Potential audience: 1,000.

FA— Rev. James D. Wheeler, S.J.; GM— David W. Matthews; PD— Terry Lynch; BM— Ed Mulik, and CE— Dave Matthews.

• **UNIVERSITY OF MISSOURI**; K-CUR, Kansas City, Mo. 64110. 816—176-1551. Mid-West Region. FM 89.3 mc, 40,000 watts. Non-Comm. 7 days/84 hrs. Staff: 20. Estab: 1957. Station format: Educational-classical.

School enrollment: 9,000. Potential audience: 500,000.

Dept. Dir.— Sam Scott; PD— Gloria Scott; Prod. Mgr.—Edie McClurg; CE— Bill Hunnacutt, and Prod. Assistant— Mary Loy Dennis & Richard C. Brown.

• **WASHINGTON UNIVERSITY**; KFRH, 6515 Wydown Blvd., St. Louis, Mo. 63105. 314—863-0100. Mid-West Region. AM 570 kc, 200 watts. Comm. 7 days/159 hrs. Staff: 62. Estab: 1960. Station format: Popular/MOR.

School enrollment: 11,000. Potential audience: 3,500.

FA— Irving Litvag; GM— Robert G. Booth; SM— Richard Batterberry; PD— Newton Fiock; BM— John Gilbert; CE— Clayton Buck, Personnel Dir.— Jeff Balter.

MONTANA

• **MONTANA STATE UNIVERSITY**; KATS/KGLT, Bozeman, Montana 59715. 406—587-0352. Northwest Region. KATS-AM 590 kc, 20 watts, (KGLT-FM 90.1 mc, 10 watts). Non-comm. 7 days/114.5 hrs. Staff: 25. Estab: 1967. Station format: MOR-up tempo, medium tempo (Sunday-classical).

School enrollment: 7,100. Potential audience: 21,000.

GM— Richard Schroeckenstein; PD— David Ditzel (KGLT) & Dave Williams, (KATS); CE— Richard Wine, and ND— John Pulasky.

NEBRASKA

• **CREIGHTON UNIVERSITY**; K-OCU, 2500 California Street, Omaha,

Neb. 68131. 402—348-2700. Mid-West Region. AM 550 kc, 12 watts. Comm. 5 days/30 hrs. Staff: 45. Estab: 1947. Station format: Top 40.

School enrollment: 4,200. Potential audience: 3,000.

Dept. Dir.— Roswell Williams; FA— Eric Somers; GM— John Mainelli; SM & BM— Kevin Clark; PD— Christine Killough; CE— James Celler; Continuity— Madeline Bader.

• **KEARNEY STATE COLLEGE**; KOVF, Kearney, Neb. 68447. 308—237-5961. Midwest Region. AM 600 kc, 50 watts, (FM 91.3 mc, 10 watts). Non-comm. 5 days/43 hrs. Staff: 15. Estab: 1956. Station format: AM-Rock, FM-good music & special programs.

School enrollment: 5,400. Potential audience: 5,400.

Dept. Dir. & FA— Robert Larson; Sta. Mgr.— James E. Curtis.

NEVADA

• **UNIVERSITY OF NEVADA**; K-UNR, Reno, Nev. 89507. 702—784-6591. Pacific Coast Region. FM 88.1 mc, 10 watts. Non-comm. 6 days/60 hrs. Station format: Educational, classical and semi-classical music.

School enrollment: 5,700. Potential audience: 120,000.

GM— Wendell H. Dodds; PD— William Nisbet, and CE— Jerome Wilhelmi.

NEW HAMPSHIRE

• **NATHANIEL HAWTHORNE**; W-VNB, Antrim, N. H. 03440. 603—588-2484. New England Region. AM 640 kc, 5 watts. Comm. 6 days/80 hrs. Staff: 30. Estab: 1968. Station format: R & R, easy listening.

School enrollment: 720. Potential audience: 720.

Dept. Dir.— Christopher Lafore; FA— Dr. A. Marin; GM— Peter Phillips; SM— Loretta Lovell; PD & CE— Matthew D'Agostino; BM— Norman Urshler, and Personnel Dir.— Michael Cyter.

• **UNIVERSITY OF NEW HAMPSHIRE**; WUNH, Memorial Union Bldg. Durham, N. H. 03824. 617—868-2541. New England Region. FM 90.3 mc, 10 watts. Non-comm. 7 days/120 hrs. Staff: 50. Estab: 1964. Station format: Rock, folk, jazz, classical, news & educational.

School enrollment: 6,000. Potential audience: 25,000.

FA— William Gilsdorf; GM— Robert Stremba; PD— Maurice Quirin; BM— Dudley Killam, and Robert DeBold.

NEW JERSEY

• **GLASSBORO STATE COLLEGE**; WGLS, Glassboro, N. J. 08028. 609—881-0575. Mid-Atlantic Region. FM 89.7 mc, 250 watts. Non-comm. 5 days/30 hrs. Staff: 70. Estab: 1964. Station format: MOR/talk/news.

School enrollment: 3,500. Potential audience: Unk.

FA-GM— Joseph Salviuolo; Sta. Mgr.— R. A. Maggs; PD— Timothy Tietze; CE— J. Selb, and ND— James Vine.

• **MONMOUTH COLLEGE**; WMCJ, P. O. Box 207, W. Long Branch, N. J. 7764. 201—222-8484. Mid-Atlantic Region. AM 640 kc, 280 watts. Comm. 7 days/112 hrs. Staff: 40. Estab: 1958. Station format: Rock, popular-campus info.

School enrollment: 7,000. Potential audience: 5,000.

Dept. Dir. & PD— Charlie Roberts; FA— William N. Frantz; GM— Barry W. Sims; SM— Thomas J. Paccillo; BM— Lester Golub, and CE— T. G. Tcimpidis.

• **MONTCLAIR STATE**; WVMS, Box 7, Life Hall, Upper Montclair, N. J. 07043. 201—746-9252. Mid-Atlantic Region. AM 590 kc, 35 watts. Non-comm. 6 days/48 hrs. Staff: 50. Estab: 1967. Station format: Top 40.

School enrollment: 7,000. Potential audience: 5,500.

Dept. Dir. & CM & CE— Terry Foerster; FA— Thadeus Sheft, Bruce Greenwood; SM— Larry Ridpath; PD— Miss Joyce Forseman, and BM— Jim Wynne.

• **NEWARK COLLEGE OF ENGINEERING**; WNCE, 323 High Street, Newark, N. J. 07102. 201—654-5316. Mid-Atlantic Region. AM 550kc, 50 watts. Comm. 5 days/40 hrs. Staff: 35. Estab: 1966. Station format: Rock, easy listening, local news and features.

School enrollment: 2,680. Potential audience: 2,680.

FA— Robert H. Rose; GM— Andrew J. Van Abs; SM— (temporarily vacant); PD— Richard Bonte; BM— John J. Witkowski; CE— Edward A. Schober, and Pres.— Ronald J. Chebra.

• **PRINCETON UNIVERSITY**; W-PRB, Box 342, Princeton, N. J. 08540. 609—452-3655. Mid-Atlantic Region. AM 640 kc, 80 watts, (FM 103.3 mc, 17,000 watts). Comm. 7 days/150 hrs. Staff: 76. Estab: 1940. Station format: Daytime: Underground and rock; night: classical followed by jazz.

School enrollment: 3,100. Potential audience: AM-3,100. FM-9,200,000.

GM— John Barnard; SM— Glenn A. Hart; PD— Tyler M. Johnston;

BM— David B. Waud, and CE— Marshall K. Quick.

• **RIDER COLLEGE**; WWRC, 2083 Lawrenceville Road, Trenton, N. J. 08602. 609—896-0663. Mid-Atlantic Region. AM 640 kc, 150 watts. Comm. 7 days/135 hrs. Staff: 95. Estab: 1960. Station format: Rock and discussion.

School enrollment: 4,500. Potential audience: 4,500.

Dept. Dir. & FA— R. Gorgon Graves; GM— Paul Most; SM-BM— John Zenkel; PD— Burt Bello; CE— Laird Poinsett, and Ch. Ann.— Joe Zinkowicz.

• **STEVENS INSTITUTE OF TECHNOLOGY**; WCPR, Castle Pt. Station, Hoboken, N. J. 07030. 201—795-4887. Mid-Atlantic Region. AM 740 kc, 700 watts. Comm. 7 days/44 hrs. Staff: 70. Estab: 1966. Station format: Top 40 (our own survey), mixed heavily with progressive rock and past hits.

School enrollment: 1,200. Potential audience: 1,200.

GM— Robert Berger; SM— Tom Stortini; PD— Mike Luwish; BM— Bill Reynolds; CE— Noel Moss, and Station Mgr.— James Frost.

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• **THE PENNINGTON SCHOOL**; WPTN, W. Delaware Ave., Pennington, N. J. 08534. 609—737-1840. Mid-Atlantic Region. AM 640 kc, 9 watts. Non-comm. 7 days/50 hrs. Staff: 25. Estab: 1964.

School enrollment: 225. Potential audience: 190.

Dept. Dir. & PD— Frank DeMichele; FA— Walter L. Liefeld; GM— John R. Engel; SM & BM— Jack Green, and CE— Yaromyr Krupa.

• **TRENTON STATE COLLEGE**; WTSR, Trenton, N. J. 08625. 609—882-1855 Ext. 200. AM 640 kc, (FM 89.7 mc, 10 watts). Non-comm. 6 days/45 hrs. Staff: 55. Station format: Educational.

School enrollment: 4,200. Potential audience: 10,000.

FA— Jack McCullough, and Dr. Tod H. Herring; GM— Carl Slowata; Ass't GM— John Anastasio; PD— C.

Richard Guenther; BM— Beth Kashmann, and CE— David Leidy.

NEW YORK

• **ADELPHI UNIVERSITY**; WALI, South Avenue, Garden City, N. Y. 11530. 516—747-4757. Empire Region. AM 640 kc. Comm. 7 days/160 hrs. Staff: 60. Station format: Mixed.

School enrollment: 2,800. Potential audience: 300.

Dept. Dir— Stanley Gould; FA— William Renn; GM— Mel Granick; SM— Jeffrey Hirsch; PD (acting)— Mark Bachan; BM— Jeffrey Hirsch, and CE— Steven Weiss.

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ALBANY MEDICAL COLLEGE; WAMC, 47 New Scotland Ave., Albany, N. Y. 12208. 518—462-7521. Empire Region. FM 90.3 mc, 10,000 watts. Non-comm. 6 days/60 hrs. Staff: 12. Estab: 1958. Station format: Cultural and instructional.

Dept. Dir. & GM— Albert P. Fredette; PD— Robert K. Wallace, and CE— J. August Berger.

• **ALFRED STATE COLLEGE**; W-VAT, Alfred, N. Y. 14802. 607—587-6400. Empire Region. AM 640 kc, 20 watts. Non-comm. 7 days/50 hrs. Staff: 30. Estab: 1963. Station format: Rock, easy listening on Sunday night.

School enrollment: 2,100. Potential audience: 2,100.

Dept. Dir.— Mr. Matthew Burzycki; FA— Mr. Francis Hogan; GM— Stanley Swan; PD— Dennis Verzi; BM— Robert Avens; CE— Peter Lawrence, and Ch. Ann.— Bernard Bacon.

CLARKSON COLLEGE OF TECHNOLOGY; WTSC - AM - FM, Potsdam, N. Y. 13676. 315—265-7180. Empire Region. AM 540 kc, 5 watts, (FM 91.1 mc, 2.5 watts). Non-comm.

COLLEGE RADIO, December, 1968

7 days/70 hrs. Staff: 60 plus. Estab: 1963. Station format: MOR.

School enrollment: 2,500. Potential audience: 20,000.

FA— Mr. Richard Mulvaney; GM— David E. Reich; PD— Paul L. Howard; BM— Robert Clarke, and CE— Edward L. Ware.

• C. W. POST COLLEGE; WCWP AM-FM, Greenvale, N. Y. 11548. 516—626-0880. Empire Region. AM 640 kc, 200 watts, (FM 88.1, 150 watts. AM-Comm.; FM - Non-comm. AM-7 days/84 hrs. FM-7 days/64 hrs. Staff: 188. Station format: AM: Rock, FM: 80% educational.

School enrollment: 13,000. Potential audience: AM-800, FM-15,000,000.

FA— Mr. James McConnochie; GM— Mr. Kenneth L. Phillips; CE— Mr. William J. Mozer; PD— Kenneth L. Phillips (FM); Robert Bauman (AM) and SM— Mr. William Patchell (AM).

• ELMIRA COLLEGE; WECW, Park Place, Elmira, N. Y. 14901. 607—734-8111. Empire Region. FM 88.1 mc, 10 watts. Non-comm. 6 days/40 hrs. Staff: 30. Estab: 1959. Station format: Serious music, educational talk, etc. . . .

School enrollment: 1,200. Potential audience: 90,000.

Dept. Dir.— Warren L. Board; FA— Chris Buckley; PD— Sandy Welter; CE— Nancy Stinson, and Ch. Ann.— Tracy Osbahr.

• HAMILTON COLLEGE; WHCL, Box 82, Clinton, N. Y. 13323. 315—853-6554. Empire Region. FM-88.7 mc, 16 watts. Non-comm. 7 days/42 hrs. Staff: 111. Estab: 1963. Station format: Variety-block programming.

School enrollment: 350. Potential audience: 55,000.

FA— Franklin Sharp; GM— Robert R. Topper, Jr.; PD— Grag Ritz, and CE— Mike Greenspan.

• HERBERT H. LEHMAN COLLEGE; WHCB, Bedford Pk. West, Bronx, N. Y. 10468. 212—Cy-4040. Empire Region. Carrier current, 100 watts. Non-comm. 5 days/40 hrs. Staff: 50. Estab: 1954. Station format: News, weather, varied music, documentaries.

School enrollment: 5,000. Potential audience: 5,000.

Assoc. Dir.— Norm Toback & Mark Sysler; FA— Diane Levy; Chairman— Charles DeVito; Vice Chairman— Sam Blank; PD— Judith Shub; BM— Jeff Feinberg, and CE— Richard Factor.

• HOFSTRA UNIVERSITY, WVH-C, 020 Memorial Hall, Hempstead, N. Y. 11550. 516—489-8870. Empire Region. AM 630 kc, 25 watts, (FM 88.7 mc, 320 watts). FM-Non-comm.;

AM-Comm. 7 days/56 hrs. Staff: 50. Estab: 1950. Station format: FM-Educational-40%, MOR-30%, jazz, folk, rock-30%, AM-educational-20%, rock-60%, jazz, folk-20%.

School enrollment: 10,000. Potential audience: 50,000.

Dept. Dir. & GM— Jeffrey C. Kraus; FA— Dr. George Gordon; SM & BM— Kenneth Bloom; PD— Christopher S. Zubof (FM), Arnold Weinreb (AM), and CE— Theodore Ronneburger.

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• IRONDEQUOIT HIGH SCHOOL; WIRQ, 260 Cooper Road, Rochester, N. Y. 14617. Empire Region. FM-90.9 mc, 10 watts. Non-comm. 5 days/30 hrs. Staff: 35. Estab: 1960. Station format: MOR.

School enrollment: 2,000. Potential audience: 10,000.

School enrollment: 2,000. Po
Dept. Dir.— Eric Young; FA & GM— Michael Denesha; PD— Jon Gaines; CE— Robert Kruppenbacher, and Sta. Mgr.— Fred Filbrich.

• ITHACA COLLEGE; WICB, South Hill Campus, Ithaca, N. Y. 14850. 274—3216. AM 600 kc, 220 watts, (FM 91.7 mc, 10 watts). AM-Comm.; FM-Non-comm. AM-7 days/168 hrs. FM-7 days/58 hrs. Staff: 75. Estab: 1948. Station format: AM-100% Drake Rock, FM-MOR, with special progs.

School enrollment: 3,500. Potential audience: AM-3,500; FM-40,000.

Dept. Dir.— Dr. Ronald R. Nicolson; FA— Rudy Paolangeli; GM— James S. Coons; SM— Helen Frenkel; PD— James Chirumbolo (AM), Edward Tobias (FM); BM— Charles K. Dick, and CE— Dave Allen.

• NEW YORK INSTITUTE OF TECHNOLOGY; WNYT, Box 61, Old Westburg, N.Y. 11568. 516—626-3780. Empire Region. AM 640 kc, carrier current. Comm. 5 days/40 hrs. Staff: 50. Estab: 1965. Station format: Progressive & top 40.

School enrollment: 3,000. Potential audience: 3,000.

Dept. Dir.— Prof. Lee Morrison; FA— J. Van Soosten; Sta. Mgr.— Martin M. Goldberg; GM— R. Civiello; SM— Douglas Towie; PD— Martin Curley; BM— John Ferrandino, and CE— John Bachor.

• ST. BONAVENTURE UNIVER-

SITY; WOFM, P. O. Drawer O, St. Bonaventure, N.Y. 14778. 372 0300 ext. 326. Empire Region. AM 650 kc, 35 watts. Comm. 7 days/114 hrs. Staff: 125. Estab: 1948. Station format: varied.

School enrollment: 2,200. Potential audience: 1,800.

Moderator: (Rev.) Evan Banks, O. F. M.; GM— James J. Peppard Jr.; SM— Anthony Capozelli; PD— Patrick E. Purcell; MD— John Miller; CE— David B. Keebler; ND— Kevin Donovan, and Sports Dir.— James Hickey.

• ST. LAWRENCE UNIVERSITY; KSLU, Gunnison Chapel, Canton, N. Y. 13617. 315—379-5257. Empire Region. AM 640 kc, 10 watts. Comm. 7 days/168 hrs. Staff: 50. Estab: 1922. Station format: Rock-easy listening-jazz-folk-classical.

School enrollment: 1,800. Potential audience: 3,500.

Dept. Dir. & FA— Richard D. Hutto; GM— William Neal; SM & BM— Barbara H. Willis; PD— James A. Arvidson and CE— William E. Robbins.

• STATE UNIVERSITY OF NEW YORK AT ALBANY; WSUA, 750 State Street, Albany, N. Y. 12203. 518—472-4203. Empire Region. AM 640 kc, 60 watts. Non-comm. 7 days/130 hrs. Staff: 100. Estab: 1963. Station format: Top 40-progressive.

School enrollment: 10,000. Potential audience: 5,000.

Dept. Dir.— John Gunn; GM— Wayne H. Fuller; SM & BM— John R. Retherford; PD— Edward Collins; CE— Martin J. McInoue, and Oper. Mgr.— Carole Dolecki.

• STATE UNIVERSITY OF NEW YORK AT BROCKPORT; WBSU, College Union, Brockport, N.Y. 14420. 716—395-2560. Empire Region. AM 600 kc, carrier current. 7 days/168 hrs. Staff: 40. Estab: 1964. Station format: popular.

School enrollment: 4,750. Potential audience: 3,000.

FA— Robert White; GM— Nancy McBean; SM— James Brown; PD— Gerard Fleming; BM, Treasurer— Dale Hatch, and CE— Alan Wattenmaker.

• STATE UNIVERSITY OF NEW YORK AT CORTLAND; WCSU, 24 Broadway, Cortland, N. Y. 13045. 607—753-4825. Empire Region. AM 720 kc, closed-circuit. Non-comm. 7 days/75 hrs. Station format: Rock.

School enrollment: 4,300. Potential audience: 2,700.

Dept. Dir. & PD— Glenn Griffith & Russell Thompson; FA— David

Tor; GM— Joe McInerny, and CE— James Liddle.

• **STATE UNIVERSITY OF NEW YORK AT ONEONTA**; WONY, Oneonta, N.Y. 13820. 607—432-7130. Empire Region. AM 620 kc, (FM 89.0 mc). Comm. 6 days/76 hrs. Staff: 55. Estab: 1961. Station format: Rock.

School enrollment: 4,250. Potential audience: 10,000.

FA— Dr. Allan Schramm; GM— David Cohen; SM & BM— George Keywood; PD— Hank Gross; Oper. Mgr.— Louis Strolla, and CE— Ken Wright.

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(607) 432-7111

• **STATE UNIVERSITY OF NEW YORK AT PLATTSBURGH**; WSUP, 65 Broad Street, Plattsburgh, N.Y. 12901. 518—561-5222. Empire Region. AM 640 kc, 12 watts. Non-comm. 7 days/62 hrs. Staff: 40. Estab: 1965. Station format: Easy-listening, R & R.

School enrollment: 3,000. Potential audience: 2,200.

FA— Phillip Reines; GM— Richard Ost; PD— Joseph Weinflash; BM— Albert Martin; CE— Walter Ulrich, and ND— Ed Slutts.

• **STATE UNIVERSITY OF NEW YORK AT STONY BROOK**; WUSB, Stony Brook, N.Y. 11790. 516—246-6796. Empire Region. AM 820 kc, carrier current. Comm. 7 days/50 hrs. Staff: 40. Estab: 1964. Station format: Progressive.

School enrollment: 5,000. Potential audience: 5,000.

GM— Walt Hellman; SM— Phil Chin; PD— Ken Sobel; BM— Neil Halprin; CE— Seth Dworkin; Prod. Mgr.— Mark Kalman; TA— Michael Mellor, and ND— Ken Bromberg.

UNION—SKIDMORE COLLEGE; WRUC, Schenectady, N. Y. 12308. 518—393-8650. Empire Region. AM

640 kc. Comm. 7 days/140 hrs. Station format: Contemporary.

School enrollment: Union-1,400, Skidmore-1,500. Potential audience: 2,800.

Dept. Dir.— Gordon Bingham; GM— Robert K. Killian Jr.; PD— Charles Cusimano; BM— Allen Brailley; CE— William A. Kern, and ND— Richard Roth.

NORTH CAROLINA

• **DUKE UNIVERSITY**; WDBS, Box 4742, Duke Station, Durham, N. C. 27706. 684-3686. Southern Region. AM 560 kc, 135 watts. Comm. 7 days/168 hrs. Staff: 55. Estab: 1948. Station format: Contemporary-progressive plus regular top 40/medium tempo.

School enrollment: 6,000. Potential audience: 6,000.

FA— Joseph C. Wetherby; GM— R. Evans Wetmore; SM— David Cahill; PD—Music— Ken Ross, Production— Bill Cobb; BM— J. Bill Hanson, and CE— James Davis.

• **NORTH CAROLINA STATE UNIVERSITY**; WPAK/WKNC-FM, Box 5748, Raleigh, N.C. 27607. 919—755-2400. Southern Region. AM 600 kc, (FM 88.1 mc, 10 watts). AM-Comm.; FM-Non-Comm. 7 days/50 hrs. Staff: 50. Estab. 1945. Station format: AM-Top 40; FM-Up-beat MOR with progressive rock & show.

School enrollment: 11,400. Potential audience: AM-5,000; FM-50,000.

FA— Mr. James Taylor; GM— David D. Brown; PD— Robert F. Wolfe Jr.; BM— Larry D. Cockerham; CE— Bruce C. Doerle, and ND— Eric N. Moore.

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WKNC—FM — 88.1 MHz

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• **ST. ANDREWS PRESBYTERIAN COLLEGE**. WSAP, Box 600, Laurinburg, N.C. 28352. 919—276-3652 ext. 280. Southern Region. AM 640 kc, 22.5

watts. Comm. 7 days/100 hrs. Staff: 51. Estab: 1965. Station format: 85% rock, 15% easy listening.

School enrollment: 1,000. Potential audience: 1,000.

FA— Mr. Narramore; GM & SM— Robert Nye; PD— David Berry; BM— Scottie Scott; CE— Mills Fitzner, and MD— Robert Schurke.

• **THE UNIVERSITY OF NORTH CAROLINA**; WUAG, 1000 Spring Garden Street, Greensboro, N. C. 27412. 919—379-5405. Southern Region. FM 89.9 mc, 10 watts. Non-comm. 5 days/30 hrs. Staff: 6. Station format: Classics to MOR/educational features.

School enrollment: 5,900. Potential audience: 130,000.

Dept. Dir. & FA— Emil W. Young, Jr.

• **WAKE FOREST UNIVERSITY**; WEDD, P. O. Box 7405 Reynolds Sta., Winston Salem, N.C. 27109. 919—725-9711 ext. 218. Southern Region. AM 650 kc, 10 watts. (FM 88.5 mc, 36,000 watts). Non-comm. 7 days/73 hrs. Staff: 15-20. Estab: AM-1948; FM-1961. Station format: Classical music programs; information and educational programs.

School enrollment: 3,200. Potential audience: 1,000,000.

Dept. Dir., FA & GM— Dr. Julian C. Burroughs Jr.; PD— Anne E. Davis; CE— Lewis Kanoy; Student Eng.— Richard Honeycutt; Recording Supv.— Richard Norris; Prod. Asst.— Cheryel Huneycutt, Jim Robinson, and George Bryan.

OHIO

ASHLAND COLLEGE; WRDL, 401 College Ave., Ashland, Ohio 44805. 419—324-4561 ext. 241. Great Lakes Region. FM-88.1 mc, 10 watts. Non-comm. 5 days/55 hrs. Staff: 5. Station format: Variety (all types of music and talk programs).

School enrollment: 2,300. Potential audience: 20,000.

Dept. Dir., FA & GM— Richard D. Leidy; PD— Robert Lewis, and CE— William Winter.

• **DEFIANCE COLLEGE**, WDCW, Defiance, Ohio 45317. 419—782-4010. Great Lakes Region. AM 580 kc, 4 watts. Non-comm. 5 days/40 hrs. Staff: 30. Estab: 1968. Station format: Rock, folk, easy listening, jazz.

School enrollment: 1,047. Potential audience: 1,000.

FA— William Thayer; GM— Darrel L. Hochstettler; SM— Richard Kendall; PD— Dave Prager; CE— Richard Relue; Prod. Mgr.— Mac Bramley.

COLLEGE RADIO, December, 1968

• **HEIDELBERG COLLEGE**; WHCR, Tiffin, Ohio 44883. 419-447-2310, ext. 295. Great Lakes Region. AM 660 kc, carrier current. Non-comm. 5 days/45 hrs. Staff: 40. Estab: 1949. Station format: Educational programming mixed with varied music types.

School enrollment: 1,200. Potential audience: 900.

Dept. Dir. & FA— E. Murphy; GM— Franklin Wells; Asst. GM— David Harsh; PD— Glenn Garman; BM— Terrance Good; CE— Hughs Pack and William Stager, and ND— Joseph Youssef.

• **MARIETTA COLLEGE**; WCMO, Marietta, Ohio 45750. 614-373-4646. Great Lakes Region. AM 600 kc, (FM 89.3 mc, 10 watts). Non-comm. 7 days/84 hrs. Staff: 45. Estab: 1960. Station format: quality—classical, popular, informational, news.

School enrollment: 1,900. Potential audience: 40,000.

Dept. Dir., FA— Bernard Russi Jr.; PD— Bill Cohen, and CE— Ralph Matheny.

• **MIAMI UNIVERSITY**; WMUB, Spring and Oak St., Oxford, Ohio 45056. 513-529-3521. Great Lakes Region. FM 88.5 mc, 830 watts. Non-comm. 7 days/56 hrs. Staff: 18. Station format: Talk-classical.

School enrollment: 11,500. Potential audience: 500,000.

Dept. Dir. & GM— Dr. Stephen C. Hathaway; PD— William L. Utter; BM— Lee W. Shubert; Prod. Mgr.— Mr. Andrew F. Bruck, and Asst. Prod. Mgr.— Richard O. Hackney.

• **MUSKINGUM COLLEGE**, WMCO, Cambridge Hall, New Concord, Ohio 43762. 614-826-7679. Great Lakes Region. FM 91.1 mc, 10 watts. Non-comm. 7 days/55 hrs. Staff: 70. Estab: 1961. Station format: educational.

School enrollment: 1,400. Potential audience: 3,500.

FA— Mr. Ellertson; GM— Donna Brevak; PD— David Taylor; BM— Larry Ledford, and CE— Al Kruger.

• **OHIO WESLEYAN UNIVERSITY**; WSLN, Delaware, Ohio 43015. 614-363-1261 ext. 350. FM-91.1 mc, 10 watts. Non-comm. 7 days/52 hrs. Staff: 60. Estab: 1952. Station format: all types of music (classical, folk, jazz, rock, & pop).

School enrollment: 2,550. Potential audience: 25,000.

Dept. Dir., FA & GM— Mr. Dennis Gaukel; PD— Alan L. Leach; Asst. PD— Edward A. Neff; CE— Joseph Peters, and ND— Carl G. Frederick.

• **OTTERBEIN**; WOBN, Grove and Park Streets, Westerville, Ohio 43081.

614-882-3601. Great Lakes Region. FM 91.5 mc, 10 watts. Non-comm. 7 days/28 hrs. Staff: 35. Estab: 1958. Station format: Potpourri.

School enrollment: 1,352. Potential audience: 150,000.

Dept. Dir.— Dr. Grissenger; FA— Mr. Swabb; GM— Tom Lauchner; PD— Brian Hartzell; CE— Dave Schein, and Traffic Dir.— Dan Zimmerman.

• **UNIVERSITY OF AKRON**; WAUP, 302 E. Buchtel Avenue, Akron, Ohio 44304. 762-2112. Great Lakes Region. FM-88.1 mc. Non-comm. 7 days/40 hrs. Staff: 35. Estab: 1962. Station format: everything (classical, jazz, folk, rock, C & W, R & B, educational).

School enrollment: 16,900. Potential audience: 300,000.

Dept. Dir. & GM— William A. Mavrides; FA— Elmer Reighard; Sta- Mgr.— David A. Lieberth; PD— Timothy C. Orr; BM— George E. Gulbis; CE— Richard P. Gornick, and MD— Rolan L. Harvey.

• **UNIVERSITY OF CINCINNATI**; WFIB, 124 Emery Hall, Cincinnati, Ohio 45221. 513-475-4684/3307/3601. Great Lakes Region. AM 800 kc, 200 watts. Comm. 7 days/168 hrs. Staff: 125. Station format: MOR-7:30 a.m. to 5 p.m., Rock-5:00 p.m. to 7:30 a.m.

School enrollment: 27,000. Potential audience: 7,500.

Dept. Dir. & FA— Dr. John T. Rouse Jr.; GM— Cam McCartney; SM— Dean Thompson; PD— Thom Moon/Day— Ed Prijatel/Night; BM— Jim Meltzer; CE— George C. Smith Jr., and MD— Frank Kirtz.

• **UNIVERSITY OF CINCINNATI**; WGUC, Cincinnati, Ohio 45221. 513-475-4443. Great Lakes Region. FM 90.9 mc, 5,300 watts. Non-comm. 7 days/85 hrs. Staff: 10. Station format: Classical music, modern jazz, soken-word, local, national, international.

School enrollment: 29,000. Potential audience: 29,000.

Dept. Dir. & GM— Joseph W. Sagmaster; PD— Bill Burns; CE— Floyd Lanzer, and Continuity— Carolyn Watts.

• **XAVIER UNIVERSITY**; WCXU, Victory Parkway, Cincinnati, Ohio 45207. 513-731-2341 ext. 323. Great Lakes Region. AM 600 kc, 200 watts. Comm. 7 days/72 hrs. Staff: 30. Estab: 1957. Station format: Daytime-MOR; Nighttime-Top 40.

School enrollment: 6,000. Potential audience: 4,000.

Dept. Dir.— Lawrence J. Flynn S. J.; FA— John G. Maupin; GM— V. William Rink; SM & BM— Harry

Traynor; PD— David Schackmann, and CE— Jay Adrick.

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OKLAHOMA

• **CENTRAL STATE COLLEGE**; K-CSC, 400 E. Hurd, Edmond, Okla. 73034. 405-754-2981. Southwest Region. FM 90.1 mc, 28,500 watts. Non-comm. 6 days/80 hrs. Staff: 22. Estab: 1966. Station format: Top of the road and classical.

School enrollment: 10,200. Potential audience: 2,000,000.

Dept. Dir., FA & GM— Max O. Davis; PD— John Kenamer; CE— L. D. Ewy, and Chief Ann.— Joe Findlay.

• **OKLAHOMA STATE UNIVERSITY**; KOSU, Communications Bldg., Stillwater, Okla. 74074. 405-372-6211 ext. 6028. Southwest Region. FM-91.7 mc, 219 watts. Non-comm. 7 days/84 hrs. Staff: 40. Estab: 1956. Station format: classical.

School enrollment: 20,000. Potential audience: 50,000.

Dept. Dir.— Dr. R. P. Lacy; FA— Dr. M. C. Topping; GM— Al Dolman; PD— Richard Brown, and CE— John Mason.

• **OKLAHOMA STATE UNIVERSITY**; KVRO, Communications Bldg., Stillwater, Okla. 74074. 405-372-6000. Southwest Region. FM 105.5 mc, 295 watts. Comm. 7 days/86 hrs. Staff 60. Estab: 1947. Station format: Contemporary rock for teens, college students and young adults.

School enrollment: 20,000. Potential audience: 50,000.

Dept. Dir.— Dr. R. P. Lacy; FA— Jack Deskin; GM— Ted Leitner; SM— Mickey Thompson; PD— Dick Haynes, and CE— John E. Mason.



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OREGON

• **PACIFIC UNIVERSITY**; KPUR, UC Box 678, Forest Grove, Ore. 97116. 503-357-3136 ext. 233. Northwest Region. AM 660 kc, 3.5 watts. Non-comm. 7 days/42 hrs. Staff: 30. Estab: 1954.

School enrollment: 1,200. Potential audience: 800.

Dept. Dir.— Prof. A. C. Hingston; FA— William D. Weed; GM— Bill Meyers; SM— Rick Daniels; PD— Bill McKnight, and BM— Don Cron.

• **REED COLLEGE**; KRRC - FM, 3203 SE Woodstock, Portland, Ore. 97202. 206-771-2180. Northwest Region. FM 89.3 mc, 10 watts. Non-comm. 7 days/60 hrs. Staff: 65. Estab: 1958. Station format: Classical, political, commentary, rock, jazz.

School enrollment: 1,000. Potential audience: 5,000.

FA— Dr. Barry Allan; GM— Randall Kay; PD— Matthew A. Kangas; BM— G. Stein; CE— Leonard Schriber, and AE— G. Frierson Haertig.

PENNSYLVANIA

• **ALBRIGHT COLLEGE**; WXAC, Box 111, Reading, Pa. 19604. 215-374-3274. Mid-Atlantic Region. AM 640 kc, carrier current, (FM 91.3 mc, 10 watts). Non-comm. AM—7 days/168 hrs.; FM—69 hrs. Staff: 50. Estab: 1964. Station format: Varied.

School enrollment: 1,200. Potential audience: 75,000.

FA— Dr. Thurman Kremser; GM— Edward Solow; Traffic Mgr.— Janet Schuld; PD— Bruce Seaman; BM— William Ogan, and CE— Charles Miller Jr.

• **BUCKNELL UNIVERSITY**; W-VBU, Lewisburg, Pa. 17837. 717-524-1326. Mid-Atlantic Region. AM 640 kc, (FM 90.5 mc, 10 watts). Non-

comm. 6 days/82 hrs. Staff: 75. Estab: 1965-FM, 1950-AM. Station format: AM-Rock and news, FM-Educational, classical, easy-listening and jazz.

School enrollment: 2,500. Potential audience: AM-2,000, FM-8,000.

FA— David Wohlheuter; Chief Ann.— Richard Gordon; PD— Claudia Henry (AM), Michael Book (FM); BM— Christie Bernheisel; CE— Charles Bozenhard; ND— Chris Gallup; PR— Kathy Allen; MD— Morgan Reisacher; TA— David Bernheisel, and Sports Dir.— W. Wasserman.

• **CARNEGIE-MELLON UNIVERSITY**; WRCT, 5020 Forbes Ave., Pittsburgh, Pa. 15213. 412-621-9728. Mid-Atlantic Region. AM 900 kc, carrier current. Comm. 7 days/168 hrs. Staff: 50. Estab: 1947. Station format: Upbeat contemporary.

School enrollment: 5,000. Potential audience: 3,000.

FA— Dr. Denton Beal; GM— Philip R. Chimes; SM— Glenn Smith; PD— Hal Jespersen; BM— Phillip W. Snyder; CE— Fred Geiger, and ND— Scott W. Tilden.

• **DICKINSON COLLEGE**; WDCV, Box 445, Carlisle, Pa. 17103. 717-249-2200. Mid-Atlantic Region. AM 640 kc, 9 watts, (FM 91.5 mc, 3 watts). Comm. 7 days/123 hrs. Staff: 65. Estab: 1960. Station format: Popular (R & R, MOR).

School enrollment: 1,539. Potential audience: 1,539.

FA— Dr. William W. Vernon; GM— Richard A. Kolb; PD— Thomas L. Walters; BM— J. Scott Geare; CE— J. Timothy Raab; ND— Earl Douple; Treas.— Robert Wallace, and Dir. of Internal Services— W. Harrington.

• **EDINBORO STATE**; WJKB, P. O. Box 561, Edenboro, Pa. 16412. 814-732-6911. Mid-Atlantic Region. AM 560 kc. Non-comm. 7 days/133 hrs. Staff: 45. Station format: Top 40.

School enrollment: 6,000. Potential audience: 5,000.

Dept. Dir.— Jerome Dantry; FA— Robert Wallace; GM— Tom Lopez; SM— Marge Krill; PD— Russ Peck; BM— Myra Keisler, and CE— Dave Fisherowski.

WWEC, Elizabethtown, Pa. 17602. • **ELIZABETHTOWN COLLEGE**; 717-367-1151. Mid-Atlantic Region. AM 740 kc, 60 watts. Comm. 7 days/120 hrs. Staff: 60. Estab: 1963. Station format: Top 40, news.

School enrollment: 1,450. Potential audience: 1,000.

Dept. Dir. & FA— Miss Eloise Aurand; GM— Paul S. Heil; SM— William Holliday; PD— Barry Friedly; BM— Greg Hill; CE— John Messi-

mer; MD— Rick Mutzel, and ND— Marlene Decker.

• **GENEVA COLLEGE**; WGEV, Beaver Falls, Pa. 15010. 412-846-5105. Mid-Atlantic Region. AM 550 kc, carrier current, (FM 88.3 mc, 15 watts). Non-comm. 7 days/81 hrs. Staff: 55. Estab: 1965. Station format: Liberal arts, educational, news.

School enrollment: 1,600. Potential audience: 100,000.

Dept. Dir.— David Eshelman; Student Mgr.— Jane Lees; TA— James Workley; Traffic Dir.— Debbie Logan; Prod. Dir.— Bill Krupa; CE— John B. Schaefer; News and Special Affairs— Tom Lenz, and PR— Beverly Cochran.

• **GETTYSBURG COLLEGE**; WWGC, Student Union, Gettysburg, Pa. 17325. 717-334-5712. Mid-Atlantic Region. AM 640 kc, Comm. 7 days/105 hrs. Staff: 75. Estab: 1948. Station format: Contemporary music . . . also talk shows, news, specials.

School enrollment: 1,950. Potential audience: 1,800.

GM— Richard P. Belcher; SM— Peter Buckingham; PD— Jeff Giltenboth; BM— Geoff Curtis; CE— Robert Weiland, and ND— Michael Langley.

• **GROVE CITY COLLEGE**; WASJ/WASJ-FM, Rockwell Hall of Science, Grove City, Pa. 16127. 412-458-9352. Mid-Atlantic Region. AM 1340 kc, 100 watts, (FM 89.5 mc, 10 watts). Non-comm. AM—3 days/4 hrs.; FM—7 days/26 hrs. Staff: 45. Estab: AM-1920, FM-1968. Station format: Daytime-rock; Night-easy listening, and educational.

School enrollment: 2,000. Potential audience: 10,000.

Dept. Dir.— David M. Dayton; FA— David M. Dayton, Dale O. Smock & John W. Cole; GM— Frederick J. Turverey; BM— Barbara Azalos; CE— Dale O. Smock.

• **HAVERFORD COLLEGE**; WHRC, Haverford, Pa. 19041. 215-649-1200. Mid-Atlantic Region. AM 640 kc. Non-comm. Staff: 30. Station format: Varied. (Due to technical problems, WHRC is off the air until Sept. 1969.)

School enrollment: 1,500. Potential audience: 1,500.

GM— Charles L. Hedrick; SM— Barton K. Feroe; PD— Adam D. Blisstein, and CE— David R. Oran.

• **KUTZTOWN STATE COLLEGE**; WKSC, Box 800, Rothermel Hall, Kutztown, Pa. 19350. 215-683-8011. Mid-Atlantic Region. AM 640 kc, 30 watts. Comm. 7 days/118 hrs. Staff: 52. Estab: 1966. Station format: Rock (top-40), soul, talk, and jazz.

School enrollment: 4,200. Potential audience: 2,600.

FA— Dr. Lauer; GM— Peter A. Schmelzer; SM— John Devlin; PD— Donald A. Dixon; BM— Dorothy Hawthorne, and CE— Robert Brubaker.

• **LEHIGH UNIVERSITY; WLVR**, Bethlehem, Pa. 18015. 215—868-4121. Mid-Atlantic Region. AM 690 kc, 75 watts. Comm. 6 days/52 hrs. 65. Estab: 1961. Station format: Easy-listening; progressive.

School enrollment: 3,200. Potential audience: 3,000.

Dept. Dir.— Prof. R. J. Sullivan; FA— Samuel I. Conner; GM— Barry A. Lehman; SM— Paul Anderson; PD— Larry C. White; BM— Bruce A. Meyer; CE— Michael L. Schultz, and ND— Larry R. Dale.

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LEHIGH UNIVERSITY; WLRN, Bethlehem, Pa. 18105. 215—868-4121. Mid-Atlantic Region. AM 640 kc, 75 watts. Comm. 7 days/65 hrs. Staff: 100. Estab: 1946. Station format: Rock.

School enrollment: 3,200. Potential audience: 3,000.

(Staff Same As WLVR).

• **MORAVIAN COLLEGE; WRMC**, Bethlehem, Pa. 18018. 215—868-6229. Mid-Atlantic Region. AM 640 kc, carrier current. Non-comm. 5 days/40 hrs. Staff: 30. Station format: Rock, soul, jazz.

School enrollment: 1,200. Potential audience: 1,000.

FA— John P. Moralis; CE— Alan Strauss, and MD— Neil K. Stocker.

• **MUHLENBERG COLLEGE; WM-UH**, Box 10-B, Allentown, Pa. 18104. 215—433-5957. Mid-Atlantic Region. AM 640 kc, 22 watts. (FM-89.7 mc, 10 watts). AM-Comm.; FM-Non-Comm. AM-7 days/168 hrs.; FM-7

days/65 hrs. Staff: 150. Estab: 1964. Station format: AM-Educational, FM-Rock and campus news.

School enrollment: 1,400. Potential audience: 110,000.

FA— Mr. Griffith Dudding; GM— Ralph A. Johnson III; SM— Carol Worthington; PD— John E. Pearce; BM— Samuel Mendelson; CE— Dudley Lewis; PR— Robert Young.

• **POINT PARK COLLEGE; WPPJ**, Wood St. & Blvd. of Allies, Pittsburgh, Pa. 15222. 412—391-4100. Mid-Atlantic Region. AM 670 kc, 50 watts. Comm. 7 days/119 hrs. Staff: 50. Estab: 1960. Station format: Contemporary.

School enrollment: 1,200. Potential audience: 6,000.

Dept. Dir.— William J. Thomas; FA— William A. Jewett; GM— Jay B. Stricklett; SM— Dwight Douglas; PD— Kenneth Lee Karpinski; CE— Pat Walsh; ND— William Brunn.

• **ST. VINCENT COLLEGE; WSVL**, Box 5000, Latrobe, Pa. 15650. 412—537-3371. Mid-Atlantic Region. AM 900 kc, 40 watts. Comm. 7 days/88 hrs. Staff: 66. Estab: 1931. Station format: Rock and/or top 40 until evening . . . mixed bag in evening.

School enrollment: 1,200. Potential audience: 1,300.

FA— William Horvath; GM— David Eckert; SM— Gary Delibris; PD— Bob Marietti; BM— Dennis McDonald; Exec. Dir.—Greg Urbani.

• **SHIPPENSBURG STATE COLLEGE; WSYL**, Box 219 Old Main, Shippensburg, Pa. 17257. 717—532-6006. Mid-Atlantic Region. AM 640 kc, 40 watts. Non-comm. 7 days/61 hrs. Staff: 85. Estab: 1964. Station format: Rock and easy-listening.

School enrollment: 3,500. Potential audience: 2,350.

Dept. Dir.— Ron Anderson; FA— Thomas Colley; GM— Bob Repetz; SM & BM— Bert Boratko; PD— Ron Anderson; CE— Ray Dick, and Personnel Dir.— Judy Zarr.

• **SLIPPERY ROCK STATE COLLEGE; WNFT**, North Hall, Slippery Rock, Pa. 16057. 412—794-4250. Mid-Atlantic Region. AM 600 kc, 9 watts. Non-comm. 7 days/82 hrs. Staff: 45. Estab: 1962. Station format: Top-100.

School enrollment: 4,000. Potential audience: 3,800.

Dept. Dir.— Dr. Kuhr; FA— Miss Lynda Toth; GM— Daniel B. Laporte; SM & BM— Edward Pete; PD— Dan McGuigan; CE— Dayne Baird, and ND— Robert Huber.

• **SUSQUEHANNA UNIVERSITY; WQSU**, Selinsgrove, Pa. 17870. 717—374-1804. Mid-Atlantic Region. FM

91.5 mc, 10 watts. Non-comm. 7 days/51 hrs. Staff: 40. Estab: 1966. Station format: Educational, music, talk, news, sports, and specials.

School enrollment: 1,200. Potential audience: 5,000.

Dept. Dir. & FA— Larry D. Augustine; GM— Robert Campbell; PD— Bruce Ficken; BM— Denny Hall, and CE— James Herb.

• **TEMPLE UNIVERSITY; WRTI-FM & WRTI/AM**, Annenburg Hall, Philadelphia, Pa. 19122. 215—787-8405. Mid-Atlantic Region. AM 640 kc, carrier current, (FM 90.1 mc, 790 watts). FM-Non-comm.; AM-Comm. 7 days/45-50 hrs. Staff: 100 each. Estab: AM-1948, FM-1953. Station format: AM-Contemporary rock; FM-MOR music, classical and educational programs.

School enrollment: 40,000. Potential audience: AM-1,500; FM-2,000,000.

(FM) Dept. Dir.— Dr. Gordon Gray; FA— Robert E. Kass; GM— Jerry Klein; PD— Bill Koshelnyk; CE— John Wright; Asst. CE— John Feldman. (AM) Dept. Dir.— Dr. Gordon Gray; FA— Robert E. Kass; GM & SM— Ben Selisker; PD— Bob Zuckerman; CE— John Feldman; and Asst. CE— Gary Torresani.

• **UNIVERSITY OF PITTSBURGH; WPGH**, 311 Schenley Hall, Pittsburgh, Pa. 15213. 412—621-3400, ext. 7343. Mid-Atlantic Region. AM 820 kc, 300 watts. Comm. 7 days/168 hrs. Staff: 150. Estab: 1957. Station format: Rock.

School enrollment: 24,000. Potential audience: 6,000.

FA— Jim Smith; GM— H. T. Duffy Gilfillan; SM— Paul Horenstein; PD— Joanne Telerico; BM— Craig Perry; CE— Steve Northrup, and Oper. Dir.— Jack Tenebaum.

• **WASHINGTON & JEFFERSON COLLEGE; WAJC**, Washington, Pa. 15301. 412—222-4400. Mid-Atlantic Region. AM 900 kc. Comm. 6 days/58 hrs. Staff: 65. Estab: 1960. Station format: Contemporary, interview, music of all types.

School enrollment: 1,200. Potential audience: 1,200.

Dept. Dir.— Steven Farrel Shames; FA— Fredrick D. Frank; GM— C. Steven Heft; PD— David Zuckerman/Stanley Bonis; BM— Alan Adler; and PR— Gary Smyth.

• **WEST CHESTER STATE COLLEGE; WCSC**, Box 3000, West Chester, Pa. 19380. 215—692-3210. Mid-Atlantic Region. AM 640 kc, 20 watts. Non-comm. 7 days/72 hrs. Staff: 50. Estab: 1964. Station format: Rock/easy-listening.

School enrollment: 5,500. Potential audience: 3,600.

FA— Mr. Brent Kaplan; GM— Mark A. Goldstein; PD— Bruce Oldham; BM— Andrew Smith; CE— Lester Miller, and Personnel Dir— Robert McCreight.

RHODE ISLAND

• UNIVERSITY OF RHODE ISLAND; WRIU, Memorial Union, Kingston, R.I. 02881. 401—792-2837. Mid-Atlantic Region. AM 580 kc, closed circuit. (FM 91.1 mc, 10 watts). Non-comm. 7 days/115 hrs. Staff: 85. Station format: AM-Rock; FM-Young Sound format.

School enrollment: 9,500. Potential audience: 6,000.

FA— James Goff, James Norman, Robert Rainville, Mack Prince; GM— Stephen L. Dreyfuss; SM— James Carroll; CE— Andre Beaubien; PD— Stephen Pritzker, (AM), Frank Stevenson, (FM), and ND— Eliot Asser.

• BROWN UNIVERSITY; WBRU AM/FM, 75 Waterman Street, Providence, R.I. 02912. 401—863-2892. Mid-Atlantic Region. AM 570 kc, 250 watts, (FM 95.5 mc, 20,000 watts). Comm. 7 days/130 hrs. Staff: 30. Estab: AM-1933; FM-1966. Station format: FM-Progressive rock, MOR, AM-Top 40.

School enrollment: 4,200. Potential audience: AM-4,200, FM-1,500,000.

FA— Bruce Chick (AM only); GM— Harlan Arthur Hurwitz; SM— Roger Norton; PD— Donald S. Berns; BM— James D. Schantz; CE— Lawrence Carl Maier; PR— Germaine Cummings; and ND— Andrew Fisher.

SOUTH CAROLINA

• CLEMSON UNIVERSITY; WS-BF/FM, Box 2156, Clemson, S.C. 29631. 803—654-3706. Southern Region. AM 600 kc, 100 watts, (FM 88.1 mc, 16 watts). Non-comm. 7 days/168 hrs. Staff: 75. Estab: 1958. Station format: R&R, and MOR.

School enrollment: 6,500. Potential audience: 11,000.

FA— Walter T. Cox; PD— D. Chuck Frost; BM— C. Roger Hinson; and CE— Felix Nepveux.

• FURMAN UNIVERSITY; WFRN, Highway 25, Greenville, S.C. 29613. 803—246-3550. Southern Region. AM 600 kc, 150 watts. Comm. 7 days/80 hrs. Staff: 25. Estab: 1965. Station format: Top 40.

School enrollment: 2,000. Potential audience: 1,800.

FA— Jim Pitts; GM & SM— Deas M. Richardson; PD— Reid Christen-

bury; BM— Johnny B. Crouch; and CE— Dale W. Turner.

• WINTHROP COLLEGE; WCRO, Oakland Ave., Rock Hill, S.C. 29730. 803—328-5321. Southern Region. AM 640 kc. Non-comm. 5 days/25 hrs. Staff: 15. Estab: 1961.

School enrollment: 3,500. Potential audience: 3,200.

Dept. Dir— Cuyler P. Fields; FA— Roy J. Flynn; GM— Kittie Barrett; PD— Suzette Lee; and CE— Cuyler P. Fields.

TENNESSEE

• EAST TENNESSEE STATE UNIVERSITY; WETS, Johnson City, Tenn. 37601. 926-1112. Southern Region. AM 630 kc, 20 watts. Comm. Staff: 20. Estab: 1941. Station format: block (basically rock).

School enrollment: 9,200. Potential audience: 5,000.

Dept. Dir & FA— Harold Frank; GM— Don Putnam; SM— Bill Smitt; PD— Larry Bennet; and BM— Pete Cross.

UNIVERSITY OF TENNESSEE; WUOT, 14 Ayres Hall, Knoxville, Tenn. 37916. 615—974-5376. Southern Region. FM 91.9 mc, 100,000 watts. Non-comm. 7 days/96 hrs. Staff: 8. Estab: 1949. Station format: Fine arts-classical music.

School enrollment: 22,000. Potential audience: 1,200,000.

Dept. Dir & GM— Raymond Shirley; PD— Norris Dryer; CE— Wayne Stagg, and Producer— Herbert Howard.

TEXAS

• ABILENE CHRISTIAN COLLEGE; KACC, Box 8202, Abilene, Texas 79601. 2-8441. Southwest Region. AM 755 kc. Comm. 5 days/35 hrs. Staff: 50. Estab: 1950. Station format: Rock, MOR, typical FM.

School enrollment: 3,000. Potential audience: 2,000.

Dept. Dir— Dr. Rex Kyker; FA— Dr. Lowell G. Perry; GM— Larry Rideout; PD— David Michael and CE— Billy Teague/Gary Stone.

BAYLOR UNIVERSITY; KWBU, c/o Radio-TV-Film, Waco, Texas 76703. 817—755-1511. Southwest Region. FM 107.1 mc, 870 watts. Non-comm. 6 days/18 hrs. Staff: 15. Estab: 1966. Station format: MOR.

School enrollment: 6,700. Potential audience: 30,000.

Dept. Dir, FA & GM— J. S. McElhaney; PD— Tim Eatman; Oper. Mgr.— Jim McNabb, and CE— P. E. Wagenschein.

LAMAR STATE COLLEGE OF TECHNOLOGY; KLSC, Box 10841, Beaumont, Texas 77701. Southwest Region. AM 850 kc, 11 watts. Non-comm. 5 days/25 hrs. Staff: 25. Estab: 1965. Station format: Generally easy-listening, jazz, Broadway/movie tunes, rock.

School enrollment: 10,000. Potential audience: 1,500.

Dept. Dir & FA— Bruce Meyer; GM— Carol Barbay; PD— Rise Lind, and ND— Jim Love.

ODESSA COLLEGE; KOCV, P.O. Box 3752, Odessa, Texas 79740. 915—337-5381. Southwest Region. FM 91.3 mc, 5,000 watts. Non-comm. 6 days/84 hrs. Estab: 1964. Station format: MOR.

School enrollment: 2,800.

Dept. Dir & GM— Bruce Callich, and FA— Wally Jackson.

TEXAS CHRISTIAN UNIVERSITY; KTCU-FM, TCU Station, Fort Worth, Texas 76129. 817—926-2461, ext. 242. Southwest Region. FM 89.1 mc, 10 watts. Non-comm. 7 days/88 hrs. Estab: 1964. Station format: Educational features, popular and classical music.

School enrollment: 7,000. Potential audience: 200,000.

Dept. Dir— Dr. R. C. Norris; FA— Larry D. Lauer; GM— Bill Whitely; PD— Mike Wallman, and CE— Franklin Bonner.

• TEXAS TECHNOLOGICAL COLLEGE; KTXT, Room 7, Speech Dept. Lubbock, Texas 79409. 806—742-6276. Southwest Region. FM 91.9 mc, 10 watts. Non-comm. 7 days/84 hrs. Staff: 45. Station format: Top 40 rock, attempting to implement Monitor Format within rock.

School enrollment: 19,200. Potential audience: unk.

Dept. Dir— William M. Shimer; FA— Ronald Salladay; GM— Phillip Poynor; PD— Rick Latson; CE— Jimmy Finch & Robert Bocell, and MD— Mike Reynolds.

THE UNIVERSITY OF TEXAS; KUT, Austin, Texas 78712. 512—471-1631. Southwest Region. FM 90.7 mc, 4,000 watts. Non-comm. 7 days/112 hrs. Staff: 25. Estab: 1958. Station format: classical music, talk programs ranging from drama to public affairs.

School enrollment: 31,500. Potential audience: 250,000.

Dept. Dir— Robert Schenkkan; GM— Joe Gwathmey; MD— Eleanor Page; PD— William Giorda; Oper. Mgr— Edward Candler; CE— N. W. Willett, and ND— Scott Carpenter.

• UNIVERSITY OF TEXAS AT EL PASO; KVOF & KTEP, El Paso, Tex-

as 79909. 542-5152. Southwest Region. AM 560 kc, (FM 88.5 mc, 10 watts). Comm. 7 days/105 hrs. Station format: Top 40 and progressive jazz.

School enrollment: 10,000. Potential audience: 5,000.

Dept. Dir— Prof. Virgil C. Hicks; FA— Ed Jasuta; GM— William R. Peterson; PD— Robert Moore; CE— Paul Haynes, and MD— Roy Moore.

UTAH

UTAH STATE UNIVERSITY; KUSU, Radio/TV Center, Logan, Utah 84321. 801—752-4100. Mountain Region. FM 91.5 mc, 1,000 watts. Non-comm. 5 days/60 hrs. Station format: Classical music, and four hours of easy listening.

School enrollment: 10,000. Potential audience: 20,000.

Dept. Dir— Dr. Burrell Hansen; FA & GM— Gerald Allen; PD— William T. Curtis; BM— Richard Meng; CE— Boyd Humphreys, and Prog. Mgr— Jan Stocking.

VERMONT

• MIDDLEBURY COLLEGE; WRMC, Box 800, Middlebury, Vt. 05357. 802—388-4004. New England Region. FM 91.7 mc, 10 watts. Non-comm. 7 days/136 hrs. Staff: 111. Estab: 1949. Station format: Progressive rock/classical.

School enrollment: 1,400. Potential audience: 16,500.

FA— Mr. Charles F. Brakley; GM— John W. Taylor; PD— Alexander T. Daignault; BM— Donald F. Delano III; CE— Dennis Shanahan; ND— William Taylor, and Personnel Dir— Greg Humphrey.

• NORWICH UNIVERSITY; WN-UB, Jackman Hall 424, Northfield, Vt. 05663. 802—485-5011. New England Region. FM 89.1 mc, 10 watts. Non-comm. 7 days/75 hrs. Staff: 40. Estab: 1967. Station format: Easy listening.

School enrollment: 1,250. Potential audience: 10,000.

Dept. Dir— Leo P. Soucy Jr.; FA— Bruce Phillips; ND— J. Reny; PD— Peter M. Morante. BM— Richard Murphy, and CE— David Bonney.

VIRGINIA

• BRIDGEWATER COLLEGE; WG-MB, Bridgewater, Va. 22812. Capital Region. AM 600 kc, 15 watts. Non-comm. 7 days/77hrs. Staff: 50. Estab: 1957. Station format: Rock, classical, easy-listening, folk, underground, progressive, psychedelic, art, country, jazz, soul, religious, sports and news.

School enrollment: 850. Potential audience: 1,000.

Dept. Dir— Wayne Rexrode; FA— Brian Hildebran; GM— Terry Slusher; PD— Wayne Rexrode; BM— Duane Petcher, and CE— Dale Seese.

• EMORY AND HENRY COLLEGE; WLRC, P.O. Box RR, Emory, Va. 24327. 703—944-3922. Capitol Region. AM 780 kc, 16 watts. Comm. 6 days/12 hrs. Staff: 36. Estab: 1949. Station format: Easy-listening to mood.

School enrollment: 871. Potential audience: 800.

FA— Prof. William T. Yost; GM & BM— David W. Driver; PD— K. Weaver, and CE— William T. Yost.

• UNIVERSITY OF RICHMOND; WCRC, P.O. Box 85, Richmond, Va. 23173. 703—288-2024. Capital Region. AM 600 kc, 35 watts. Comm. 7 days/73 hrs. Staff: 50. Estab: 1962. Station format: Rock/underground/easy listening/country/classical & drama.

School enrollment: 2,700. Potential audience: 1,300.

Dept. Dir & FA— Alton B. Williams; GM— George B. Douglas III; William F. Worrell; PD— C. A. Bustard III; BM— Frank A. Buhrman, and CE— William W. Furr.

• UNIVERSITY OF VIRGINIA; WUVA, Emmet Post Office, Charlottesville, Va. 22904. 703—296-4640. Capital Region. AM 640 kc, carrier current. Comm. 7 days/98 hrs. Staff: 65. Station format: Top 40 and progressive rock; some jazz and folk.

School enrollment: 8,700. Potential audience: 6,000.

FA— Dr. Raymond C. Bice; GM— Stephen A. Taylor; Pres— Lee Whitney; SM— Kenneth B. Johnston; PD— Douglas F. Palau; BM— Gerald L. Gray; and CE— Robert E. Palma.

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552-4921. Capital Region. AM 640 kc. Comm. 7 days/140 hrs. Staff: 107. Estab: 1948. Station format: Modified Drake rock.

School enrollment: 10,265. Potential audience: 6,700.

FA— Dr. Robert L. King; GM— Wayne C. Cannon; SM— Gary G. Garnett; PD— A. Russel Marshall III; BM— Henry Henderson Jr.; CE— Charles F. Morgan, and ND— R. Penelope Johnson.

• WILLIAM AND MARY COLLEGE; WCWM, Williamsburg, Va. 23185. 703—229-3000, ext. 275. Capital Region. FM 89.1 mc, 10 to 20,000 watts. Non-comm. 7 days/123 hrs. Staff: 75. Estab: 1959. Station format: Educational; some MOR; some rock.

School enrollment: 4,000. Potential audience: 1,000,000.

Dept. Dir— James Sawyer; FA & GM— George E. Lott Jr.; PD— Charles Dent Jr.; CE— James W. Salte; ND— A.C. Littlejohn.

WASHINGTON

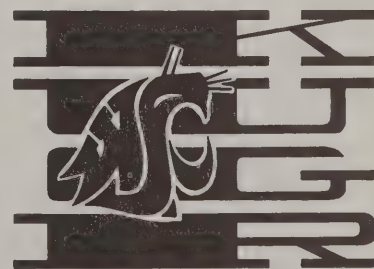
• WASHINGTON STATE UNIVERSITY; KUGR, Arts Hall, Pullman, Wash. 99163. 509—335-3069. Northwest Region. AM 670 kc, carrier current. Comm. 7 days/100 hrs. Staff: 40. Estab: 1954. Station format: Rock; contemporary top 50.

School enrollment: 12,000. Potential audience: 8,000.

Dept. Dir— Hugh Rundell; FA— Val E. Limburg; GM— Tod Neuen-schwander; SM— Bob McIrvin; PD— Andy Harle; BM— Rick Simon; CE— Chick Bobbit, and Prod. Mgr— Lan Archer.

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26416. 304—457-1700. Great Lakes Region. AM 640 kc, 4 watts. Comm. 7 days/143 hrs. Staff: 60. Estab: 1966. Station format: Hard-rock-soul-educational.

School enrollment: 1,033. Potential audience: 1,500.

FA— Mr. Loudin; GM— Richard Hudson; SM— Anna Byrd; PD— Sharon Fegley; BM— Dick Stark; CE— Nick Loudin, and MD— Al Coffman.

DAVIS AND ELKINS COLLEGE; WCDE, Box H, Elkins, W. Va. 26241. 304—636-1900, ext. 28. Great Lakes Region. AM 640 kc, carrier current. Non-comm. 7 days/65 hrs. Staff: 25. Estab: 1968. Station format: Top 40.

School enrollment: 825. Potential audience: 600.

FA— James Welshonce; GM— David C. Buerger; SM— Edward Alexander; PD— Chris Spade; BM— Diane Weese, and CE— Dino Williams.

• WEST VIRGINIA WESLEYAN COLLEGE; WVWC, College and Meade St., Buckhannon, W. Va. 26201. 304—473-7030. Great Lakes Region. FM 88.9 mc, 14,000 watts. Non-comm. 5 days/30 hrs. Staff: 20. Estab: 1968. Station format: Pop-music, MOR, classical.

School enrollment: 1,760. Potential audience: All of W. Va., and parts of Ohio.

Dept. Dir, FA & GM— Donald W. Phillips; PD— Keith Muhleman, and CE— Arnold Sayre.

WISCONSIN

BELOIT COLLEGE; WBCR/FM, Beloit, Wis. 53511. 608—365-3391, ext. 309. North-Central Region. AM 640 kc, 20 watts, (FM 88.1 mc, 10 watts). FM-Non-comm. AM-Comm. 7 days/59 hrs. Staff: 75. Estab: 1948. Station format: FM - Classical/educational; AM-Rock.

School enrollment: 1,800. Potential audience: 6,000.

Dept. Dir, FA & GM— Carl G. Balson; PD— Jim Sampson, and CE— Role Katzenstein.

• LAWRENCE UNIVERSITY; WL-FM, 115 N. Park Ave., Appleton, Wis. 54911. 414—734-3681, ext. 525. North Central Region. AM 580 kc, 10 watts, (FM 91.1 mc, 10,500 watts). AM-Comm.; FM-Non-comm. 7 days/70 hrs. Staff: 50. Estab: 1956. Station format: AM-simulcasts; FM-Classical, jazz, and some contemporary news and sports.

School enrollment: 1,400. Potential audience: 500,000.

FA— Lawrence Langley; GM— Chris Bowers; SM— James Schoeberger; PD— Wes Schulz; BM— Jan Behmer; CE— Larry Page, and Oper. Mgr.— Frank Duchow.

• THE UNIVERSITY OF WISCONSIN; WLHA, Box 231 Elm Drive "B", Madison, Wis. 53706. 608—262-1206. North Central Region. AM 640 kc, 75 watts. Semi-comm. 7 days/120 hrs. Staff: 75. Estab: 1953. Station format: Rock, jazz, easy-listening, folk, classics, MOR.

School enrollment: 35,000. Potential audience: 6,000.

(Staff information not available.)

• WISCONSIN STATE UNIVERSITY; WSUR, Park and Garfield Avenues, Eau Claire, Wis. 54701. 715—834-2061, ext. 215. North Central Region. AM 600 kc, 20 watts. Comm. 7 days/55 hrs. Staff: 26. Estab: 1962. Station format: Progressive rock, top 40, some MOR.

School enrollment: 7,000. Potential audience: 3,000.

Dept. Dir. & FA— Dr. Robert Bailey; GM— Robin Lundgren; SM— Don Reali; PD— Steve Smith; BM— Jeanne Hendrikson; CE— Joe Ferrera, and MD— Dave Hersrud.

• WISCONSIN STATE UNIVERSITY; WSUP, Main Bldg., Platteville, Wis. 53818. 608—348-2950. North Central Region. AM 630 kc, carrier current, (FM 90.5 mc, 275 watts). Non-comm. 7 days/45 hrs. Staff: 20. Estab: 1964. Station format: Educational.

School enrollment: 5,000. Potential audience: 12,000.

FA— Dr. Paul Gauger; GM— Peter Kahlenberg; PD— Sue Ringelstetter; BM— Daleene Wilmer & Barb Miller, and CE— Roger Karwoski.

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WISCONSIN STATE UNIVERSITY; WSUS, Stevens Point, Wis. 54481. 715—341-1251, ext. 328. North Central Region. FM 89.9 mc, 10 watts. Non-comm. 7 days/61 hrs. Staff: 15. Estab: 1968. Station format: Educational.

School enrollment: 6,800. Potential audience: 23,000.

Dept. Dir., FA & GM— Victor Fuchs; Sta. Mgr.— John Griffith; PD — Nick Schaff; BM— Dick LaRoche, and CE— Art Zag.

WYOMING

• **UNIVERSITY OF WYOMING;** KUWR, 3661 University Street, Laramie, Wyo. 82070. 307—766-5155. Mountain Region. FM 91.5 mc, 10 watts. Non-comm. 6 days/45 hrs. Estab: 1966. Station format: Easy-listening musical format and educational discussions.

School enrollment: 7,919. Potential audience: 24,000.

Dept. Dir.— Dr. James Welke; FA — John McCullen; GM— Hugh E. Edwards; PD— Don Riske; CE— Bob Rule; ND— Denny Heckert; and Personnel Dir.— Eric Berman.

PROVINCE OF CANADA

• **UNIVERSITY OF CALGARY;** CJUC, Rm 118 MacEwan Hall, Calgary, Province of Canada. 44—282-4222. AM 1580 kc, 5 watts. Comm. 5 days/60 hrs. Staff: 55. Estab: 1959. Station format: Easily listening with speciality talks and music shows.

School enrollment: 9,000. Potential audience: 8,000.

SM— Mr. Roy Smith; PD— Mr. Ted Arnold; BM— Mr. Reg Gouldie; CE— Mr. Barry Salter.

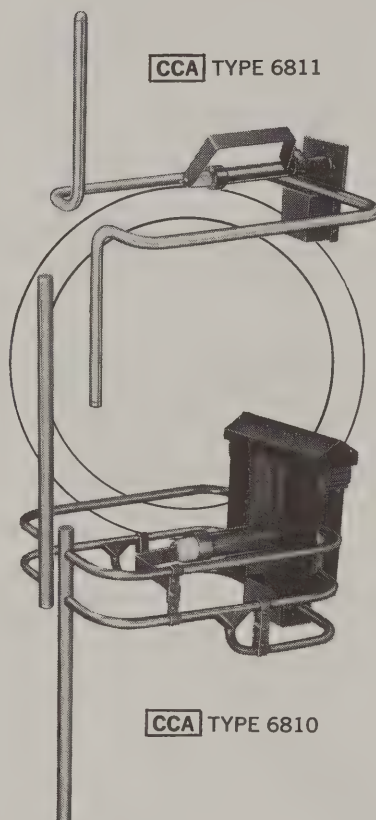
• **McGILL UNIVERSITY;** 3480 McTavish St., Montreal, Que., Province of Canada. 514—875-5511. FM (on CFQR) 92.5 mc, 1,400 watts. Non-comm. 7 days. Staff: 100. Estab: 1943. Station format: Experimental and educational.

School enrollment: 16,000. Potential audience: 2,000,000.

SM— Clayton Wright; Prod. Mgr.— Steve Scott; BM— Jack Krasmy; ND— Mark Phillips; MD— Steve Freygood; PR— Richard Lightstone, and Features Dir.— Fraser Steele.

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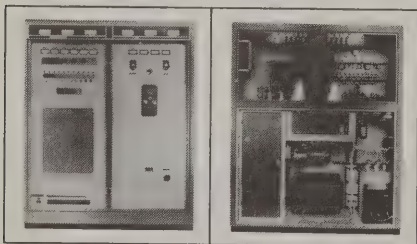
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Commercial Electronic Systems Division. Front & Cooper Streets, Camden, N. J. 08102. Ph. 609—963-8000. Sales Manager: E. C. Tracy, Vice President.

Brands or Services Offered: microphones, tape recording equipment—reels & cartridges, audio consoles, speakers & amplifiers, racks & accessories, turntables, AM-FM transmitters.

Company Representative: B. E. Fincher, Front & Cooper Sts., Camden, N. J. 08102. Ph. 609—963-8000. ex. PC 3150.



SPARTA ELECTRONIC CORPORATION

5851 Florin-Perkins Rd., Sacramento, Calif. 95828. Ph. 916—383-5353. Sales Manager—Mr. Jack J. Lawson.

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CR Directory of Record Co's & Distributors

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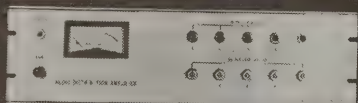
3M Center, St. Paul Minn. 55101. Ph. 612-733-1110. Sales Manager: D. H. Boyd.

Brands or Services Offered: Monophonic reel to reel and cassette tape, recorders, stereo reel to reel and cassette tape recorders.

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Pr: Nat'l Promotion Director

GM: General Manager

Pu: Publicity Director

Dist: labels distributed

ABC RECORDS

1330 Ave of the Americas, New York, N. Y. 10019, 212 581-7777. GM: Larry Newton, Pr: Milton Wallach, Pu: Rick Ward. Dist: ABC, Bluesway, Dunhill, Impulse, Command, Grand Award, Westminster, Music Guild, Whitehall; (dist.) Senate, Simon Says, Tangerine, 20th Century Fox, Riverside, Equinox, Movietone, LHI.

A&M RECORDS

1416 N. LaBrea Ave., Hollywood, Calif. 90028, 213 461-9931. GM: Gil Friesen, Pr: Howard Childs, Pu: Don Graham, Dist: A&M.

ATCO RECORDS,

ATLANTIC RECORDS

1841 Broadway, New York, N.Y. 10023, 212 757-6306. GM: Ahmet Ertegun, Pr: Gunter Hauer, Pu: Bob Rolontz. Dist: Alert, Ara, Atco, Atlantic, Brit, Brook-lyn, Carla, Cee-Jam, Dade, Dial, Fame, Focus, Four Brothers, Heidi, Karen, Keetch, Lemco, LeMonde, Lost-Nite, LuPine, Redda, Rosemart, Safice, Shirley, Sound of Soul, Triumph, Vortex.

BANG RECORDS

1650 Broadway, New York, N.Y. 10019, 212 581-3740. GM: Bill Darnell, Pr: Bill Darnell, Pu: Joan Maslin. Dist: Bang, Shout.

BELL RECORDS

1776 Broadway, New York, N.Y. 10019, 212 757-6081. GM: Irv Biegel, Pr: Gordon Bossin, Pu: Gordon Bossin. Dist: Amy, Bell, Big Top, Brookmont, Chariot, Elf, Flashback, Goldwax, Hot Line, JED, Luv, Mala, Mona Lee, New Voice, Our, Pacemaker, Philly Groove, Sansu, Sphere Sound, Sport, Sunburst, Taurus, Timmy, Tou-Sea, Twin Stacks, York, Direction, Page One.

BRUNSWICK RECORDS (see Decca)

CADET RECORDS

320 E. 21st Street, Chicago, Ill. 60616, 312 225-8802. GM: Philip T. Chess, Pr: Ed Braddock, Pu: Dick LaPalm. Dist: Cadet, Cadet/Concept, Checker, Chess.

BUDDAH RECORDS (see Kama Sutra)

CANARY RECORDS

P.O. Box 1336, Redwood City, Calif. 94064, 415 369-0728. GM: Earl Miles, Pr: Muriel Less, Pu: Sue Erwin. Dist: Canary.

CAPITOL RECORDS

1750 N. Vine Street, Hollywood, Calif. 90028, 213 462-6252. GM: Richard J. Rising, Pr: Ken Mansfield. Dist: Angel, Capitol, Crazy Horse, Hot Biscuit Disc Co., Melodiya/Angel, Seraphim, Tower, We Make Rock 'n Roll, Apple.

CHESS PRODUCING CORP

(see Cadet)

GM: Max Cooperstein, Pr: Dick La Palm, Pu: Loren Coleman.

COLUMBIA RECORDS

51 W. 52nd Street, New York, N.Y. 10019, 212 765-4321. Pr: Jim Brown. Dist: CBS, Columbia, Date, Epic, Harmony, Odyssey, Okeh, Crossroads, (dist) Ode, Immediate, Barnaby.

CORAL RECORDS (see Decca)

DECCA RECORDS

445 Park Avenue, New York N.Y. 10022, 212 759-7500. GM: Leonard W. Schneider, Pr: Leonard Salidor, Pu: Murray Lorber. Dist: Brunswick, Coral, Decca, Vocalion.

DOT RECORDS

1507 N. Vine Street, Hollywood, Calif. 90028, 213 462-3141. GM: Richard H. Peirce, Pr: Pete Garriss, Pu: Jack L. Levy. Dist: Acta, Dot, DynoVoice, Steed, Viva.

DOUBLE-SHOT RECORDS

6565 Sunset Blvd., Hollywood, Calif. 90028, 213 641-3471. GM: Joe Hooven & Hal Winn, Pr: Irwin Zucker, Pu: Dee Hill. Dist: Double-Shot, Whiz.

ESP-DISK

156 Fifth Avenue, New York, N.Y. 10010, 212 255-4800. GM: Steven Stollman, Pr: Larry Kessler, Pu: Perry Izenzon. Dist: ESP-Disk, ORO.

ELEKTRA RECORDS

1855 Broadway, New York, N.Y. 10023, 212 582-7711. Dist: Elektra, Bounty, Checkmate, Nonesuch.

EPIC RECORDS (see Columbia)

Pr: Fred Frank, (dist) Go Go.

COLLEGE RADIO, December, 1968

GNP CRESCENDO RECORDS

9165 Sunset Blvd., Los Angeles, Calif. 90069, 213 275-1108. GM: Gene Norman, Pr: Jan Steinberg Basham, Pu: Jan Steinberg Basham. Dist: Crescendo, Dixieland Jubilee, GNP-Crescendo, (dist.) Accent, Carole.

HICKORY RECORDS

2510 Franklin Road, Nashville, Tenn. 37204, 615 297-8558. GM: John R. Brown, Pr: Gene Kennedy. Dist: Hickory, TRX.

IMPERIAL RECORDS (see Liberty)

Pr: John Antoon, Pu: Bob Stout.

JAMIE/GUYDEN DIST. CORP.

919 N. Broad Street, Phila., Pa. 19123, 215 232-8383. GM: Larry Cohen, Pr: Larry Cohen. Dist: Artie, Caldwell, Dionn, Guyden, Jamie, Landa, MSL, Phila-L A. of Soul, Soft, Tear Drop.

JAY-GEE RECORDS

1790 Broadway, New York, N.Y. 10019, 212 757-8570. Pr: Mickey Eichner. Dist: Blaine, BT Puppy, Dana, Duo Disc, Endura, Jay-Gee Intn'l, Josie, Jubilee, Port, Rainy Day, Swing, Toot.

JUBILEE RECORDS

(see Jay-Gee)

GM: Steve Blaine, Pr: Ben Blaine, Pu: Elliot Blaine. Dist: Gross, Mohawk.

KAMA SUTRA RECORDS

1651 Broadway, New York, N.Y. 10019, 212 765-4520. GM: Neil Bogart, Pr: Marty Thau, Cecil Holmes, Pu: Dick Gersh Assoc. Dist: Buddah, Cobblestone, Team, (dist by MGM) Kama Sutra.

KAPP RECORDS

136 E. 57th Street, New York, N.Y. 10022, 212 859-8500. GM: Jack Wiedemann, Pr: Gene Armond. Dist: Congress, Four Corners of the World, Kapp.

LAURIE RECORDS

165 W. 46th Street, New York, N.Y. 10036, 212 582-2975. GM: Doug Morris. Dist: Abel, Audicon, Calico, Goal, Laurie, Legrand, Providence, Rust.

LIBERTY RECORDS, INC.

6920 Sunset Blvd., Hollywood, Calif. 90028, 213 461-9141. GM: Bud Dain, Pr: Dennis Ganim, Pu: Litrov-Levinson. Dist: Blue Note, Imperial, Liberty, Minit, Pacific Jazz, Soul City, Sunset, United Artists, World Pacific, World Pacific Jazz.

COLLEGE RADIO, December, 1968

LONDON RECORDS

539 W. 25th Street, New York, N.Y. 10001, 212 675-6060. Dist: Chapter 1, Coliseum, Deram, Hi, London, Parrot, Phase 4, Press, Richmond, Seville, Stereo Treasury, Telefunken, Tribe.

MGM RECORDS

1350 Ave. of the Americas, New York, N.Y. 10019, 212 262-2817. Pr: Sol Handwerger, Pu: Sol Handwerger. Dist: Blue Valley, Heliodor, King Leo, Leo the Lion, MGM, Metro, VSP, Verve, Verve/forecast, Venture, (dist.) Cameo-Parkway, Cub, Deutsche Grammophon (DGG), Flick Disc, Heritage, Kama Sutra, Music Factory, Palette, Poppy, Spring, Way-Out.

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Music Factory

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1350 6th Ave.
New York City, N.Y.

MAINSTREAM RECORDS (see Time)

MERCURY RECORDS

35 E. Wacker Drive, Chicago, Ill. 60601, 312 332-5788. GM: Alan Mink, Pr: Marty Goldrod, Pu: John Sippel. Dist: Mercury, Phillips, Smash, Blue Rock, Emarcy, Fontana, Limelight, Wing, World Series.

MONITOR RECORDS

156 Fifth Avenue, New York, N.Y. 10010, 212 989-2323. GM: Rose N. Rubin, Pr: June Arey, Pu: Michael Stillman. Dist: Monitor, Miro.

MONUMENT RECORDS

530 W. Main Street, Hendersonville, Tenn. 37075, 615 824-6565. Pr: Mike Shepherd, Pu: Mark Clark Bates.

Dist. Monument, Rising Sons, Sound Stage 7.

MOTOWN RECORDS

2457 Woodward Ave., Detroit, Mich. 48201, 313 965-9270. GM: Berry Gordy, Jr., Pr: Gordon Prince, Larry Maxwell, Al DiNoble. Dist: Gordy, Motown, Soul, Tamla, VIP, (dist.) Inferno.

PARAMOUNT RECORDS

1314 S. Howard Street, Philadelphia, Pa. 19147, 215 336-7001. GM: Samuel D. Hodge, Pr: Samuel D. Hodge, Pu: Guy R. Hodge. Dist: Astro, Beam, General, Gina, Hodge, Joed, MBS, Mutual, Paramount, Wassel.

PEPPER RECORDS

P.O. Box 4006, Memphis, Tenn. 38104, 901 274-6674. Pr: Tim Riley. Dist: Pepper.

PHILLIPS RECORDS (see Mercury)

Pr: John Doumanian.

RCA RECORDS

155 E. 24th Street, New York, N.Y. 10010, 212 689-7200. GM: Norman Racusin. Dist: RCA Camden, RCA Red Seal, RCA Victor, Victrola, (dist.) Calendar, Chart, Colgems.

ROULETTE RECORDS

1631 Broadway, New York, N.Y. 10019, 212 857-9880. Pr: Red Schwartz. Dist: Alegre, Kenwood, Mardi Gras, Prancer, Roulette, Swinger, Tico.

SCEPTER RECORDS

254 W. 54th Street, New York, N.Y. 10019, 212 245-2170. Pr: Steve Tyrell, Pu: Murray Ross. Dist: Bunky, Cap-City, Hob, Mace, Scepter, Wand.

SMASH RECORDS (see Mercury)

Pr: Jerry Seabolt.

STAX RECORDS

926 E. McLemore, Memphis, Tenn. 38106, 901 947-1136. Pr: Bernard Roberson, Pu: Deanie Parker. Dist: Enterprise, Hip, Stax, Volt.

TETRAGRAMMATION

359 N. Canon Drive, Beverly Hills, Calif. 90210, 213 247-0655.

TIME RECORDS

101 W. 57th Street, New York, N.Y. 10019, 212 247-0655. GM: Robert Shad, Pr: Maury Apatow, Pu: Maury Apatow. Dist: Brent, Mainstream, Time.

20TH CENTURY FOX RECORDS

444 W. 56th Street, New York, N.Y. 10019, 212 957-5000. (dist by ABC) 20th Century-Fox, Movietone.

UNI RECORDS

8255 Sunset Blvd., Hollywood, Calif.
90046, 213 656-8310. Pr: Pat Pipelo,
Hosea Wilson. Dist: Revue, Uni.

UNITED ARTISTS RECORDS

729 Seventh Ave., New York, N.Y.
10019, 212 245-6000. GM: Mike Lip-
ton, Pr: John Davies, Ed Levine.
Dist: Ascot, Solid State, Tale Spin-
ners (for children), Tom Glazer's
Happy Time, True Action, Unart,
United Artists Intn'l, United Artists
Latino, United Artists, Veep.

VANGUARD RECORDS

71 W. 23rd Street, New York, N.Y.
10010, 212 255-7732. Pr: Herb Cor-
sack, Pu: Madlyne Atshuler. Dist:
Bach Guild, Cardinal, Everyman,
Vanguard.

VIVA RECORDS

6922 Hollywood Blvd., Hollywood,
Calif. 90028, 213 466-1641. GM: Ed
Silvers, Pr: Mel Bly. Dist: Viva,
Bravo.

WARNER BROS.—

SEVEN ARTS RECORDS

4000 Warner Blvd., Burbank, Calif.
91503, 213 469-1251. GM: Joe Smith,
Mo Ostin, Pr: Bill Casady, Pu: Don
Schmitzerle, Branch: 488 Madison, N.
Y., N. Y., George Lee. Dist: Loma, Re-
prise, Valiant, Warner Bros.

WHITE WHALE RECORDS

8961 Sunset Blvd., Los Angeles, Calif.
90069, 213 278-2266. Pr: Edward Bis-
coe. Dist: White Whale.

CR Directory of Music Programming

CAMPUS RADIO VOICE

Box 598, Lenox Hill Station, New
York, N.Y. 10021, 212 799-5960. Pro-
ducer: Jack Banning, Jr., Pr: Lorraine
Orr. Daily 2 minute feature supplied
free to Campus Stations.

**CLEVELAND ORCHESTRA
SYNDICATION SERVICE**

c/o WCLV, Penthouse East, Terminal
Tower, Cleveland, Ohio 44113, 216
241-0900. GM: Robert Conrad.

COMMERCIAL RECORDING CORP.

Box 19726, Dallas, Texas 75219. GM:

John J. Coyle, Sales: Bruce Buchan-
an. Production library and station ID,
World Broadcasting System product-
ion library.

PAMS INC.

4141 Office Parkway, Central Park
Plaza, Dallas, Texas 75204, 214 827-
0901. GM: William B. Meeks, Jr., Pr:
Jerry Atchley.

PAUL BROWN PROMOTIONS

507 Fifth Avenue, New York, N.Y.

10017, 212 687-3072. Mr. Paul Brown.

PEPPER—TANNER INC.

2076 Union Avenue, Memphis, Tenn.
38104, 901 274-6674. Pres: Wm. B.
Tanner, Exec. VP: Wilson Northcross.
Station IDs, Production libraries, cus-
tom concepts, customized contests/
promos, mdse on trade basis, custom
commercials.

RECORD SOURCE INTERNATIONAL

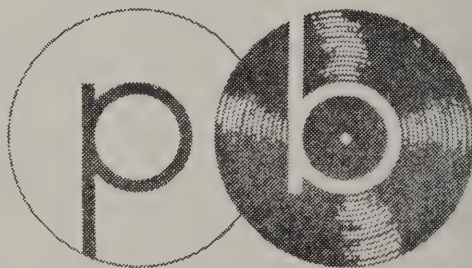
165 W. 46th St., New York, N.Y.
10036, 212 757-2800. GM: Don Ovens.

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CR Directory of Associations, Groups and IBS Regions

ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION
c/o NAB, 1771 N Street, NW Washington, D.C. 20036, 202 223-1400. Exec. Sec: Dr. Harold Niven.

BILLBOARD MAGAZINE
165 W. 46th Street, New York, N.Y. 10036, 212 757-2800. Pub: Hal B. Cook, Ed: Lee Zhito.

BROADCASTING MAGAZINE
1735 DeSales Street, NW Washington, D.C. 20036, 202 638-1022. Pub: Sol Taishoff, Ed: Sol Taishoff.

CASH BOX MAGAZINE
1780 Broadway, New York, N.Y. 10019, 212 586-2640. Pub: George Alpert, Ed: Irv Lichtman.

INTERNATIONAL RADIO AND TELEVISION SOCIETY
420 Lexington Avenue, New York, N.Y. 10017, 212 532-4546. Pres: Ed-

ward P. Shurick, Exec. Dir: Robert H. Boulware.

NATIONAL ASSOCIATION OF BROADCASTERS
1771 N Street, NW Washington, D.C. 20036, 202 332-1400. Pres: Vincent T. Wasilewski, Asst. to Pres: Dr. Harold Niven, Sec-Treas: Everett E. Revercomb.

RECORD WORLD MAGAZINE
200 W. 57th Street, New York, New York 10022, 212 765-5020.

IBS CAPITOL REGION
(Maryland, Virginia and the District of Columbia), Midshipman Thomas Halwachs, Regional Director, c/o WRNV, U.S. Naval Academy, Annapolis, Maryland 21402.

IBS EMPIRE REGION
(New York State, with the exception of New York City and Long Island),

No regional director. Anyone interested in this position, please contact Richard H. Crompton.

IBS GREAT LAKES REGION
(Michigan, Indiana, Ohio, Kentucky, West Virginia and that portion of Western Pennsylvania in excess of 250 miles airline radius from New York City), Frederick J. Turvey, Regional Director, c/o WSAJ, Grove City College, Grove City, Pennsylvania 15127.

IBS MIDDLE ATLANTIC REGION
(New York City, Long Island, New Jersey, Delaware and Pennsylvania out to a 250 mile radius from New York City), John Lorentz, Regional Director, 5 The Spur, Roslyn, New York 11576.

IBS MIDWEST REGION
(Nebraska, Kansas, Iowa, Missouri and Illinois), Roy Ferrantino, Regional Director, c/o WPCS, William Penn College, Oskaloosa, Iowa 52577.

IBS MOUNTAIN REGION
(Wyoming, Utah, Colorado and New Mexico), Dennis R. Grenemyer, Regional Director, c/o KAS, Adams State College, Alamosa, Colorado 81101.

IBS NEW ENGLAND REGION
(Maine, Vermont, New Hampshire, Massachusetts, Connecticut & Rhode Island), Dennis E. Marshall c/o Radio Sta. WCCS Central Connecticut State College, New Britain, Conn. 06050.

IBS NORTHWEST REGION
(Washington, Oregon, Idaho & Montana), Lawrence C. Seale, Regional Director, c/o KUOI, University of Idaho, Moscow, Idaho 83843.

IBS NORTH CENTRAL REGION
(North & South Dakota, Minnesota and Wisconsin), Arthur Sturm, Regional Director, c/o KSMC, St. Mary's College, Winona, Minnesota 55987.

IBS PACIFIC COAST REGION
(California, Nevada and Arizona), Michael E. Bloom, Regional Director and I.B.S. Vice President—West, c/o KCSB, Univ. of California, Santa Barbara, California 93106.

IBS SOUTHERN REGION
(North & South Carolina, Tennessee, Alabama, Mississippi, Georgia and Florida), Robert K. Langstaff, Regional Director, c/o WRVU, Vanderbilt University, Nashville, Tennessee 37203.

IBS SOUTHWEST REGION
(Oklahoma, Texas, Arkansas and Louisiana), no regional director. Anyone interested, please contact Richard H. Crompton.

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CR Directory of Colleges Granting Degrees in Radio-TV

Compiled from the 1968 NAB report on "Broadcast Education," this directory lists all colleges and universities which reported granting degrees in radio and TV. Each entry includes the name of the school; title of department offering the degree(s); name of the department head, and degree(s) offered.

ALABAMA

UNIVERSITY OF ALABAMA, University, Ala., 35486.
Broadcast & Film Communications. William Knox Hagood. BA, MA.

AUBURN UNIVERSITY, Auburn, Ala., 36830. Speech.
J. W. Sanders. BA, MA.

ALASKA

UNIVERSITY OF ALASKA, College, Alaska, 99701.
Drama & Radio. Charles Northrip. BA.

ARIZONA

ARIZONA STATE UNIVERSITY, Tempe, Ariz. 85281.
Mass Communications. Donald Brown. BA.

ARKANSAS

ARKANSAS STATE UNIVERSITY, Jonesboro, Ark.
72467. Radio. Charles Rasberry. BA.

CALIFORNIA

CALIFORNIA STATE COLLEGE, LONG BEACH,
Long Beach, Calif. 90804. Speech. Hubert Morehead.
BA.

CALIFORNIA STATE COLLEGE, LOS ANGELES,
Los Angeles, Calif. 90032. Broadcasting and Journalism.
Don Price. BA.

UNIVERSITY OF CALIFORNIA AT LOS ANGELES,
Los Angeles, Calif. 90024. Theatre Arts, TV-Radio Div.
A. V. Wollock. BA, MA.

FRESNO STATE COLLEGE, Fresno, Calif. 93726. Ra-
dio-Television. John P. Highlander. BA, MA.

HUMBOLT STATE COLLEGE, Arcata, Calif. 95521.
Theatre-Arts. Barry A. Winters. BA, MA.

LOMA LINDA UNIVERSITY, Riverside, Calif. 92505.
Speech. Don Dick. BA.

SACRAMENTO STATE COLLEGE, Sacramento, Calif.
95819. Speech. Gene R. Stebbins. BA, MA.

SAN DIEGO STATE COLLEGE, San Diego, Calif.
92115. Radio-TV-Film. K. K. Jones. BA, MA.

SAN FERNANDO VALLEY STATE COLLEGE, North-
ridge, Calif. Journalism-Broadcasting. Bertram Barer.
BA.

SAN FRANCISCO STATE COLLEGE, San Francisco,
Calif. Broadcast Communication Arts. Stuart Hyde.
BA, MA.

SAN JOSE STATE COLLEGE, San Jose, Calif. 95114.
Drama-Journalism-Advertising. Clarence E. Flick. BA,
MA.

SOUTHERN CALIFORNIA UNIVERSITY OF, Los
Angeles, Calif. 90007. Telecommunications. Edward W.
Borgers. BA, MA, PhD.

STANFORD UNIVERSITY, Stanford, Calif. 94305.
Communications. Henry Breitrose. BA, MA.

COLORADO

UNIVERSITY OF DENVER, Denver, Colo. 80210. Mass
Communications. Noel Jordan. BA, MA.

DISTRICT OF COLUMBIA

AMERICAN UNIVERSITY, Washington, D.C. 20016.
Communications. Roger Penn. BA, MA.

FLORIDA

FLORIDA STATE UNIVERSITY, Tallahassee, Fla.
32306. Interdivisional: (RTV). Thomas Wright. BA,
MA.

UNIVERSITY OF FLORIDA, Gainesville, Fla. 32601.
Journalism & Communications. K. A. Christiansen. BA,
MA.

UNIVERSITY OF MIAMI, Coral Gables, Fla. 33124.
Mass Communications. Paul Nagel, Jr. BA.

GEORGIA

UNIVERSITY OF GEORGIA, Athens, Ga. 30601. Jour-
nalism. Worth McDougald. BA, MA.

HAWAII

UNIVERSITY OF HAWAII, Honolulu, Hawaii 96822.
Speech-Communications. Richard Rider. BA, MA.

IDAHO

IDAHO STATE UNIVERSITY, Pocatello, Idaho 83201.
Speech, Drama. Herbert Everitt. BA.

UNIVERSITY OF IDAHO, Moscow, Idaho 83843. Com-
munications. Gordon Law. BA.

ILLINOIS

EASTERN ILLINOIS UNIVERSITY, Charleston, Ill.
Speech, Journalism. Ken Hadwiger. BA.

NORTHWESTERN UNIVERSITY, Evanston, Ill. 60201. Radio, Television, Film, Journalism. Charles F. Hunter. BA, MA, PhD.

SOUTHERN ILLINOIS UNIVERSITY, Carbondale, Ill. 62901. Radio-Television. Buren Robbins. BA.

UNIVERSITY OF ILLINOIS, Urbana, Ill. 61803. Radio-Television, Journalism. Frank Schooley. BA, MA, PhD.

WESTERN ILLINOIS UNIVERSITY, Macomb, Ill. 61455. Speech, Drama, A-V, Journalism. Robert L. Arnold. BA, MA.

WHEATON COLLEGE, Wheaton, Ill. 60187. Speech. Edwin Hollatz. BA.

INDIANA

BALL STATE UNIVERSITY, Muncie, Ind. 47306. Radio-TV. William H. Tomlinson. BA.

BUTLER UNIVERSITY, Indianapolis, Ind. Radio and Television. James Philippe. BA.

INDIANA STATE UNIVERSITY, Terre Haute, Ind. 47809. Speech. Clarence M. Morgan. BA, MA.

INDIANA UNIVERSITY, Bloomington, Ind. 47401. Radio-Television. Donley Feddersen. BA, MA, PhD.

PERDUE UNIVERSITY, W Lafayette, Ind. 47907. Speech. Marvin N. Diskin. BS, MS.

IOWA

DRAKE UNIVERSITY, Des Moines, Iowa 50311. Radio-Television. James Duncan. BA.

IOWA STATE UNIVERSITY, Ames, Iowa 50010. Telecommunicative Arts. George P. Wilson Jr. BA.

UNIVERSITY OF IOWA, Iowa City, Iowa 52240. Speech (Div. of TV-Radio-Film). Samuel Becker. BA, MA, PhD.

UNIVERSITY OF NOTRE DAME, Notre Dame, Ind. Communication Arts. John W. Meaney. BA, MA.

KANSAS

FORT HAYS KANSAS STATE COLLEGE, Hays, Kan. 67601. Speech. Jack Heather. BA.

KANSAS STATE UNIVERSITY, Manhattan, Kan. 66502. Journalism. Virginia F. Howe. BA, MA.

UNIVERSITY OF KANSAS, Lawrence, Kan. 66044. Radio-TV-Film. Bruce Linton. BA, MA.

WICHITA STATE UNIVERSITY, Wichita, Kan. 67208. Speech. Frank L. Kelly. BA.

KENTUCKY

UNIVERSITY OF KENTUCKY, Lexington, Ky. 40506. Radio-TV-Film. Joe Ripley. BA, MA.

LOUISIANA

LOUISIANA POLYTECHNIC INSTITUTE, Ruston, La. 71270. Speech. E. G. Luck. BA, MA.

LOUISIANA STATE UNIVERSITY, Baton Rouge, La. 70803. Speech. John H. Pennybacker. BA.

LOYOLA UNIVERSITY OF THE SOUTH, New Orleans, La. 70118. Communications. Allan Jacobs. BA.

COLLEGE RADIO, December, 1968

UNIVERSITY OF SOUTHWESTERN LOUISIANA, Lafayette, La. 70501. Speech. Albert L. Capuder. BA.

MAINE

UNIVERSITY OF MAINE; Orono, Maine 04473. Speech. Robert K. Clark. BA.

MARYLAND

UNIVERSITY OF MARYLAND, College Park, Md. 20740. Speech & Dramatic Arts. Thomas Aylward. BA, MA.

MASSACHUSETTS

BOSTON UNIVERSITY, Boston, Mass. 02215. Broadcasting & Film. Hugh D. Gillis. BA, MA.

EMERSON COLLEGE, Boston, Mass. 02116. Broadcasting. Charles Phillips. BA.

UNIVERSITY OF MASSACHUSETTS, Amherst, Mass. 01002. Speech. Richard Harper. BA.

MICHIGAN

CENTRAL MICHIGAN UNIVERSITY, Mt. Pleasant, Mich. 48858. Speech. James Mead. BA.

DETROIT, UNIVERSITY OF, Detroit, Mich. 48221. Radio-Television. James A. Brown. BA.

EASTERN MICHIGAN UNIVERSITY, Ypsilanti, Mich. 48197. Speech, Dramatic Arts. William Swisher. BA, MA.

MICHIGAN STATE UNIVERSITY, East Lansing, Mich. 48823. Television and Radio. Leo Martin. BA, MA, PhD.

UNIVERSITY OF MICHIGAN, Ann Arbor, Mich. 48104. Speech. Edgar Willis. BA, MA, PhD.

WAYNE STATE UNIVERSITY, Detroit, Mich. 48202. Speech. Mass Communications. James Tintera. BA, MA, PhD.

WESTERN MICHIGAN UNIVERSITY, Kalamazoo, Mich. 49001. Speech. Franklin R. Smith. BA.

MINNESOTA

UNIVERSITY OF MINNESOTA, Minneapolis, Minn. 55455. Speech & Communications, Journalism & Mass Communications. Leonard Bart. BA, MA, PhD.

MISSISSIPPI

UNIVERSITY OF MISSISSIPPI, University, Miss. 38677. Radio-TV. Duncan Whiteside. BA, MA.

UNIVERSITY OF SOUTHERN MISSISSIPPI, Hattiesburg, Miss. 39401. Communication-Radio-TV. David L. Waite. BA.

MISSOURI

CENTRAL MISSOURI STATE COLLEGE, Warrensburg, Mo. 64093. Speech. John R. Gregory. BA, MA.

LINDENWOOD COLLEGE, St. Charles, Mo. Speech-Theatre. Martha Boyer. BA.

UNIVERSITY OF MISSOURI, Columbia, Mo. 65201. Journalism-Radio-TV, Speech & Dramatic Art. Maurice Shelby. BA, MA, PhD.

ST. LOUIS UNIVERSITY, St. Louis, Mo. Speech. Charles P. Paterson. BA.

STEPHENS COLLEGE, Columbia, Mo. 65201. Television, Radio & Film. Neal Balanoff. BA.

MONTANA

MONTANA STATE UNIVERSITY, Bozeman, Mont. 59715. Film & Television. Fred Gerber. BA.

UNIVERSITY OF MONTANA, Missoula, Mont. 59801. Radio-TV-Journalism. Philip Hess. BA, MA.

NEBRASKA

CREIGHTON UNIVERSITY, Omaha, Neb. 68131. Communication Arts. R. C. Williams. BA.

UNIVERSITY OF NEBRASKA, Lincoln, Neb. 68508. Journalism. Larry Walklin. BA.

OMAHA UNIVERSITY, Omaha, Neb. 68101. Radio-TV. Paul Borge. BA.

NEVADA

UNIVERSITY OF NEVADA, Reno, Nev. Speech & Drama. (Department director not given). BA.

NEW JERSEY

SEATON HALL UNIVERSITY, South Orange, N. J. 07079. Communication Arts. Al Paul Klose. BA.

NEW MEXICO

NEW MEXICO STATE UNIVERSITY, Las Cruces, N. M. 88001. Journalism & Mass Communications. Harvey Jacobs. BA.

NEW YORK

BROOKLYN COLLEGE, Brooklyn, N. Y. 11201. Speech & Theater. Eugene Foster. BA, MA.

COLUMBIA UNIVERSITY, New York, N. Y. 10027. Film-Radio-TV-Journalism. Erick Barnouw. MA.

CORNELL UNIVERSITY, Ithaca, N. Y. 14850. Communication Arts. William Ward. BA.

FORDHAM UNIVERSITY, New York, N. Y. 10458. Communication Arts. William K. Trivett. BA.

HOFSTRA UNIVERSITY, Hempstead, N. Y. 11550. Drama-Speech. Frank Iezzi. BA.

ITHACA COLLEGE, Ithaca, N. Y. 14850. Television-Radio. R. R. Nicoson. BA.

LEHMAN COLLEGE, Bronx, N. Y. 10468. Speech & Theater. Frank Kahn. BA.

NEW YORK UNIVERSITY, New York, N. Y. 10003. Film-TV. Richard Groggin. BA, MA.

QUEENS COLLEGE, Flushing, N. Y. 11367. Communication Arts. Gary Gumpert. BA, MA.

STATE UNIVERSITY COLLEGE, Geneseo, N. Y. 14454. Speech-Broadcasting. William Berry. BA, MA.

SYRACUSE UNIVERSITY, Syracuse, N. Y. 13210. Television & Radio. Lawrence Myers. BA, MA, PhD.

NORTH CAROLINA

UNIVERSITY OF NORTH CAROLINA, Chapel Hill, N. C. 27514. Radio, Television, Motion Pictures. Wesley Wallace. BA, MA.

NORTH DAKOTA

UNIVERSITY OF NORTH DAKOTA, Grand Forks, N. D. 58201. Speech-Radio-TV. T. L. Larson. BA, MA.

OHIO

BOWLING GREEN UNIVERSITY, Bowling Green, Ohio 43402. Speech. Duane E. Tucker. BA, MA.

UNIVERSITY OF CINCINNATI, Cincinnati, Ohio 45221. Radio-TV-Theatre Crafts. Warren Y. Gore. BA.

UNIVERSITY OF DAYTON, Dayton, Ohio 45409. Communication Arts. George Biersack. BA.

KENT STATE UNIVERSITY, Kent, Ohio 44240. Speech. Walton Clarke. BA, MA.

MARIETTA COLLEGE, Marietta, Ohio 45750. Speech-Drama-Radio & TV. Bernard Russi. BA.

MIAMI UNIVERSITY, Oxford, Ohio 45056. Speech-Telecommunications. S. C. Hathaway. BA, MA.

OBERLIN COLLEGE, Oberlin, Ohio 44074. Communications. Daniel J. Golding. BA.

OHIO STATE UNIVERSITY, Columbus, Ohio 43210. Speech (Communications). James E. Lynch. BA, MA, PhD, EdD.

OHIO UNIVERSITY, Athens, Ohio 45701. Radio-Television. Presley D. Holmes. BA, MA, PhD.

OHIO WESLEYAN UNIVERSITY, Delaware, Ohio 43015. Speech. Donald R. Martin. BA.

OKLAHOMA

OKLAHOMA CITY UNIVERSITY, Oklahoma City, Okla. 73106. Speech. Marianna Davenport. BA.

OKLAHOMA STATE UNIVERSITY, Stillwater, Okla. 74074. Radio & Television. Robert Lacy. BA, MA.

UNIVERSITY OF OKLAHOMA, Norman, Okla. 73069. Speech-Journalism-Drama. Sherman P. Lawton. BA, MA, PhD.

UNIVERSITY OF TULSA, Tulsa, Okla. 74104. Speech. Edward S. Dumit. BA, MA.

OREGON

OREGON STATE UNIVERSITY, Corvallis, Ore. 97331. Speech. Harold M. Livingston. BA.

UNIVERSITY OF OREGON, Eugene, Ore. 97403.
Speech (Broadcasting). John R. Shepherd. BA, MA,
PhD.
PACIFIC UNIVERSITY, Forest Grove, Ore. 97116.
Speech. Fred Scheller. BA.

PENNSYLVANIA

DUQUESNE UNIVERSITY, Pittsburgh, Pa. 15219.
Journalism. C. S. McCarthy. BA.
GENEVA COLLEGE, Beaver Falls, Pa. 15010. Speech.
David Eshlman. BA.
PENNSYLVANIA STATE UNIVERSITY, University
Park, Pa. 16802. Broadcasting. Arthur Hungerford. BA,
MA.
TEMPLE UNIVERSITY, Philadelphia, Pa. 19122. Ra-
dio-Television-Film. Gordon Gray. BA, MA.

SOUTH CAROLINA

UNIVERSITY OF SOUTH CAROLINA, Columbia,
S. C. 29208. Broadcasting. Richard M. Uray. BA, MA.

SOUTH DAKOTA

UNIVERSITY OF SOUTH DAKOTA, Vermillion, S. D.
57069. Speech & Dramatic Arts. Martin Busch. BA,
MA.

TENNESSEE

EAST TENNESSEE STATE UNIVERSITY, Johnson
City, Tenn. 37601. Speech & Drama. Harold E. Frank.
BA.
MEMPHIS STATE UNIVERSITY, Memphis, Tenn.
38111. Speech & Drama. David Yellin. BA, MA.
UNIVERSITY OF TENNESSEE, Knoxville, Tenn.
37916. Journalism. Herbert H. Howard. BA.

TEXAS

ABILENE CHRISTIAN COLLEGE, Abilene, Tex.
76901. Speech. Chapin Ross. BA, MA.
BAYLOR UNIVERSITY, Waco, Tex. 76703. Radio-TV-
Film. J. S. McElhaney. BA, MA.
EAST TEXAS STATE UNIVERSITY, Commerce, Tex.
75428. Speech. David Rigney. BA.
UNIVERSITY OF HOUSTON, Houston, Tex. 77004.
Communications. Patrick E. Welch. BA.
NORTH TEXAS STATE UNIVERSITY, Denton, Tex.
76203. Speech & Drama. Ted D. Colson. BA, MA.
SOUTHERN METHODIST UNIVERSITY, Dallas,
Tex. 75222. Broadcast-Film Art. J. B. McGrath. BA,
MA.
TEXAS CHRISTIAN UNIVERSITY, Fort Worth, Tex.
76129. Speech. R. C. Norris. BA, MA.
TEXAS TECHNOLOGICAL COLLEGE, Lubbock, Tex.
79409. Speech. William M. Shimer. BA, MA.
UNIVERSITY OF TEXAS, Austin, Tex. 78712. Radio-
Television-Film. Stanley T. Donner. BA, MA, PhD.
UNIVERSITY OF TEXAS AT EL PASO, El Paso, Tex.
79999. Mass Communications. Virgil C. Hicks. BA.

COLLEGE RADIO, December, 1968

TEXAS WOMAN'S UNIVERSITY, Denton, Tex. 76204.
Speech. Josh P. Roach. BA.
WEST TEXAS STATE UNIVERSITY, Canyon, Tex.
79015. Speech. Jack H. Walker. BA.

UTAH

BRIGHAM YOUNG UNIVERSITY, Provo, Utah 84601.
Communications. Owen A. Rich. BA, MA.
UTAH STATE UNIVERSITY, Logan, Utah 84321.
Communications. Burrell F. Hansen. BA, MA.
UNIVERSITY OF UTAH, Salt Lake City, Utah 84112.
Speech. Rey L. Barnes. BA, MA, PhD.

VERMONT

UNIVERSITY OF VERMONT, Burlington, Vt. 05401.
Speech. William J. Lewis. BA.

VIRGINIA

HAMPTON INSTITUTE, Hampton, Va. 24468. Mass
Media Arts. William Kearney. BA.

WASHINGTON

GONZAGA UNIVERSITY, Spokane, Wash. 99202. Com-
munications. Lee R. Norton. BA.
EASTERN WASHINGTON STATE COLLEGE, Che-
ney, Wash. 99004. Radio-Television. Howard E. Hopf.
BA, MS.
PACIFIC LUTHERAN UNIVERSITY, Tacoma, Wash.
98447. Speech. Paul J. Steen. BA.
UNIVERSITY OF WASHINGTON, Seattle, Wash.
98105. Communications. Milo Ryan. BA.
WASHINGTON STATE UNIVERSITY, Pullman,
Wash. 99163. Communications. Hugh Rundell. BA.

WEST VIRGINIA

MARSHALL UNIVERSITY, Huntington, W. Va. 25701.
Speech. Stephen D. Buell. BA.
WEST VIRGINIA UNIVERSITY, Morgantown, W. Va.
26506. Journalism. Guy H. Stewart. BA, MA.

WISCONSIN

BELOIT COLLEGE, Beloit, Wis. 53511. Speech. Carl G.
Balson. BA.
MARQUETTE UNIVERSITY, Milwaukee, Wisc. 53233.
Radio-Television. Ramond T. Bedwell. BA, MA.
UNIVERSITY OF WISCONSIN, Madison, Wis. Speech.
Lawrence W. Lichty. MA, PhD.
UNIVERSITY OF WISCONSIN-MILWAUKEE, Mil-
waukee, Wis. 53201. Communications. Ruane B. Hill.
BA.

WYOMING

UNIVERSITY OF WYOMING, Laramie, Wyo. 82070.
Speech. John E. McMullen. BA.

Sign Off!



CONVO30 — A CAPITAL IDEA!

By now most of you are familiar with the Convo30 logo. As is apparent from the design, this spring IBS will hold its thirtieth Annual National Convention in the nation's capital. What is not apparent is the expansion of the convention program and the amount of advance planning being done. In all aspects Convo30 will be better than last year's National Convention in Chicago which drew over five hundred collegiate broadcasters.

The date and location of Convo30 was chosen partially as a result of a questionnaire distributed at the Chicago convention which indicated the popularity of the tie-in with the National Association of Broadcasters Convention. Once again the NAB Convention Committee has opened the exhibit floor to IBS delegates.

Availability of the Washington Hilton was indeed fortunate as this is Washington's newest and most modern hotel. It is very close to the NAB exhibits and just minutes from the White House and other prominent Washington landmarks — for the convention goer who wishes to take some time out to do sightseeing. The Hilton also has an abundance of space for Convo30 and other advantages including special room rates for IBS, tennis courts, and a refrigerator in every room.

Convo30 will have more sessions and workshops than prior conventions. For example, three are planned for engineers; probable topics include: starting an FM station, planning new or expanded studios, carrier current engineering, and working with the FCC.

Similar sessions are planned in the field of sales, music, programming, and station management, so plan to send several members of your staff to get the full benefit of the Convention.

Tours through facilities of local stations were quite popular in Chicago. Arrangements are being made to continue this feature in the Convo30 program.

In contrast with prior years the entire convention will take place on one floor of the hotel. Even the exhibits

will be centralized in the Hilton's exhibit hall on this floor. More than 40 record, publication, and equipment companies are expected to exhibit at Convo30. Exhibit hours have been expanded to allow you more time to browse through them all. Remember, this is in addition to the hundreds of radio and TV equipment manufacturers that will be exhibiting at the NAB show. You Convo30 badge will admit you to the NAB exhibits on Sunday.

The traditional luncheon that was popular with the one-day conventions of years past has been replaced with a dinner in the evening. Speakers for the dinner and the general caucus have not been confirmed as yet but they will be outstanding men — such as Newton Minow, who was last year's luncheon speaker.

To promote early registration, there is a reduced rate for registration prior to March 5th and for the "early birds" who sign up in February there will be four free registrations awarded. I urge you to register early and send enough staff members to cover the many areas of interest being discussed in the workshops and sessions. Last year the average was more than four staffers from each station attending.

If the planning and time being put into Convo30 is any indication of its success . . . it will be twice as good as the best prior convention. With the larger attendance expected, outstanding broadcasters will be more than willing to participate in Convo30. Last year broadcasting greats such as: Dr. Newton Minow, Sol Taishoff, Lee Loevinger, J. Leonard Reinsch, and Clair R. McCollough participated in the IBS National Convention. Be with them and others at Convo30, March 21-23 in Washington D.C., register now.

George F. Eustis, Jr.
President



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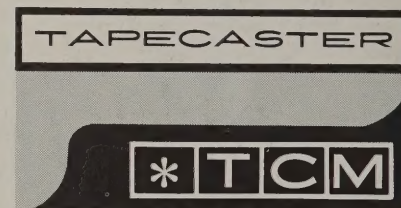
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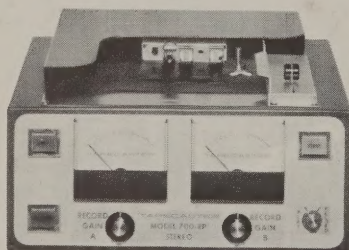
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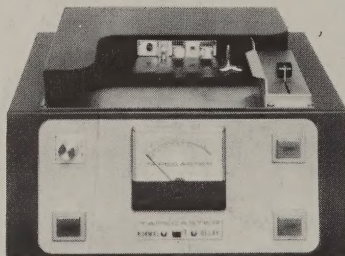
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